Pricing Strategy Worksheet

A structured way to think through pricing before picking a number out of thin air.

Cost-Plus Approach

Total cost to deliver: ____________________

Desired margin (%): ____________________

Cost-plus price: ____________________

Value-Based Approach

1. What's the specific, measurable value this creates for the customer?
2. What would it cost them to solve this problem another way?
3. What's a price that captures a fair share of that value without leaving obvious money on the table?

Market Positioning Check

1. What do direct competitors charge, as best you can find out?
2. Do you want to be positioned as affordable, premium, or specifically in between? Why?
3. Does your current pricing actually match the positioning you want?

Sanity Checks Before Finalizing

- [ ] Price covers costs with real margin, not just breaking even
- [ ] Price reflects the value delivered, not just the effort it took you
- [ ] You could defend this price confidently in a sales conversation
- [ ] There's room to discount strategically without going below your real floor