

# Pricing Canvas: 10 Pricing Principles

## 1. Pricing Objectives

For revenue-based objectives, which lever is right?

**Revenue Growth Levers**

1a. Increase Ticket Size

1b. Increase New Sales

1c. Increase Frequency

## 2. Pricing Components

3. Pricing Strategy

4. Pricing Method

5. Pricing Structure

6. Price Positioning

### Key

1-2	Orientation	1	3	7	8
3-6	Strategic Components	4	5	6	9
7-10	Tactical Optimizations	2			10

## 3. Pricing Strategy

3a. Skimming

3c. Value Maximization

3b. Penetration

## 4. Pricing Method

4a. Cost-Based:  
Asset | Market | Income

**WTP**

4b. Value-Based

## 5. Pricing Structure

+1

5a. Linear

5c. Tiers, Bundling & Discounts

5b. Partial Tariffs

## 6. Price Positioning

6a. Classic STP

**Ps**

6c. Marketing Mix

6b. Unit of Sale/Value

## 7. Pricing Psychology

7a. Customer Type

**B2C**

Emotional

**B2B**

Considered

7b. Buyer's Journey (GTM)

Sales-Led

Self-Directed  
(Incl. PLG)

7c. Psychology/Cognitive Biases

<p>First</p>	<p>Friends</p>
<p>Reactions</p>	<p>References</p>

## WTP Research Methods

- Demand Curve
- Van Westendorp
- Gabor Granger
- Conjoint Analysis

## 8. Pricing Optimization

A / B

8a. Split Testing

8c. Dynamic Pricing

## 9. Pricing in Practice

9a. Unit Economics

9b. Price Leaks

9c. LTV/CAC

## 10. Price Changes

10a. Decide

10b. Communicate

10c. Execute

Value

Timing

Grandfather