

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 5. Pricing Structure
4. Pricing Method 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

6b. Unit of Sale/Value

6c. Marketing Mix

7. Pricing Psychology

7a. Customer Type

B2C B2B

Emotional Considered

7b. Buyer's Journey (GTM)

Sales-Led Self-Directed (Incl. PLG)

7c. Psychology/Cognitive Biases

First Friends

Reactions References

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