Three-Number Pricing Formula

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A three-number method for organizing cost, market reference, and validation considerations when setting an offer price.

What this guide covers

- Clarify the cost and income assumptions behind an offer.
- Consider market references and a price for testing customer response.
- Review pricing choices alongside offer design and delivery.

Who this is for

For independent professionals and founders developing prices for a new service or offer.

Putting the ideas to use

Use the method to make assumptions visible and seek appropriate financial advice for consequential decisions.

Book details

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