Digital Product Pricing Playbook

Pricing psychology for digital products - a Pickzox exclusive bonus.

1. **Charm pricing:** $17 beats $20 psychologically. Always end prices in 7 or 9.
2. **Anchor high:** Show a crossed-out 'regular price' to make your price feel like a deal.
3. **Bundle for value:** 3 products at $17 each feel expensive; a $27 bundle feels like a steal.
4. **Tier it:** Basic / Pro / Premium tiers let buyers self-select up.
5. **Test $17 vs $27:** For impulse digital products, $17 converts best; $27 works with strong bonuses.
6. **Never compete on price alone:** Compete on bonuses, support, and positioning instead.
7. **Raise prices as you add proof:** Start low, gather testimonials, then increase.