



Checklist 18 - Creating Mockups And Pricing Your Products

Project Name: _____

Date: _____

Yes No

A mockup refers to an image, device, a model or a visual object that gives an illustration of what the final product is supposed to look like. Creating and posting a mockup of your products on your website, as well as your social sites depicts professionalism and is one way of making potential clients take your work seriously. Pricing your products is another significant process in your POD business. It is essential to determine the most appropriate pricing strategies for the sustenance of your business. The points and factors to consider when creating mockups and pricing your products are highlighted herein.

Part 1 - Pricing Your Products

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Assess your overall product costs. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Determine the cost of the design per product. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Consider the number of products you wish to product. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 4 Consider the shipping rates you are willing to offer your clients.

- 5 Determine and factor in the overall production costs of the products.

- 6 Determine your clients' tax rates based on their location.

- 7 Factor in the platform fees charged by your ecommerce platform.

- 8 Add profit margins to the production costs to determine pricing.

- 9 Consider applying different pricing strategies and determine the most effective.

- 10 Research your competitors' pricing strategies and either match up or upsell them.

Notes

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11 Consider pricing above or below the market pricing depending on the market conditions and your clients' responses.

12 Keep reviewing your pricing strategies on a regular basis.

13 Consider discount and anchor pricing strategies.

Part 2 – Creating Mockups

14 Select photoshop or sites such as Mockup Cloud to create your mockups.

15 Make design edits of your product.

16 Download free or paid 3D assets of your initial design from platforms such as Adobe Stock.

17 Add your design edits to your library.

Notes



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- 18 Use sites such as Creative App Cloud to download dimensions.

- 19 Import background image and bring in images.

- 20 Modify the colour to your preferred mockup colours and apply decals.

- 21 Save your work and render.

Notes