



Checklist 10: Pricing Your Tripwire Offer

Project Name: _____

Date: _____

Yes No

Tripwires are typically priced very low since the goal is to make the offer irresistible to leads, with the aim of turning them into buying customers after conversion. Tripwires are different based on the products and services they present, as well the target audience. As such, the pricing strategies implemented for different tripwire offers depend on the type of product and service offered and the target audience. Tripwire prices can go as low as \$5 for a relatively expensive core product or service since the idea is to gain the trust of the customer and ultimately get them to purchase your expensive product. This checklist points at factors to consider when pricing your tripwire offer.

- 1 What is the goal of your selected pricing strategy?
- 2 Is the pricing meant to offset your advertising costs?
- 3 What is the duration of your tripwire sales cycle?
- 4 Is the value of the product significantly higher than the price charged?

Notes

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- 5 Is your pricing strategy considerate of the average cart value (ACV)?
- 6 Are you aiming at yielding profits from the tripwire offer?
- 7 What is the pricing point of your tripwire offer?
- 8 Have you factored in the conversion rate for your pricing strategy?
- 9 Have you factored the number of page views on your website per day?
- 10 Are you looking to offset the costs of traffic generation through the tripwire price?
- 11 What amount of sales come from your upsells?
- 12 Does the pricing strategy applied allow you to break even?
- 13 Have you considered the rates of down-sells and cross-sells in your price?

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- 14 What are the costs of other products in your portfolio?
- 15 Do you have product prices in your portfolio that can balance out the low prices of your tripwire offer?
- 16 Have you considered creating alternative/complementary products for your tripwire offers?
- 17 Is your front-end offer the same quality as your core product?
- 18 Have you considered offering your products for free with paid shipping?
- 19 Have you considered developing bundled products with different pricing for your tripwire offer?
- 20 Have you ensured that your pricing does not incur losses?

Notes