



PRICING PSYCHOLOGY REPORT

Intelligence you can use TODAY - to increase profits

- How to change your price by a couple of pennies - and get 10-20% MORE ORDERS!
- Raise prices - and get MORE ORDERS!

Pricing isn't all logic. People also buy at one price and not at another for psychological reasons - many of which they don't understand. Yet these psychology-based choices have been documented by pricing strategy experts in tests of hundreds of millions of consumers. Here's how pricing psychology can work for you.

Author Marlene Jensen is a pricing strategy and new business expert. The consulting company she launched years ago, (see PricingStrategyAssoc.com), has helped some very big companies, such as American Express, AARP and Playboy, as well as a number of small and medium-sized entrepreneurs. She has personally conducted almost 100 tests of pricing strategies -- as well as idea tests -- for her clients.

How to raise your price and get MORE sales!

You might believe that there is no such thing as pricing too low - from a consumer perspective. But you'd be wrong.

In 1992, I launched *Ancillary Profits* newsletter (sold to magazine publishers) at a price under \$100. A few months later, I tested that price vs. one well over \$100 -- a 31% price increase.

What should have happened? A common "rule of thumb" in marketing says raising prices by 10% will decrease orders by 10%. Thus I should have received 31% LESS orders. Instead, my orders went up by 11%! At a 31%

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