LifterLMS

CYBER MONDAY GATHERING 2026 · ATTENDEE BONUS

Price Optimization Worksheet

Five pricing principles for online courses, with room to work out your own numbers. Pencil in hand, fifteen minutes, and you walk away with a price point, a three-tier offer, and a recurring revenue idea for the course you are pricing right now.

1 Course types
2 Willingness to pay
3 Pricing speed bumps
4 Good, better, best
5 Recurring revenue

1 Course types

Price follows the size of the promise. Decide what kind of course this is before you decide what it costs.

	TYPE	WHAT IT DOES	PRICE RANGE
☐	**Free Course Lead Magnet**	Adds value and generates leads. The front door to everything else you sell.	**Free**
☐	**Starter Course**	A quick-to-value beginner course that gets a result fast.	**$100 to $300**
☐	**Focus Course**	An intermediate course that goes deep on one of your areas of focus.	**$500 to $1,000**
☐	**Transformational Program**	Your signature program. Goes deep and delivers maximum value.	**$1,000 to $50,000**

YOUR TURN

The course I am pricing _____

The result it promises _____

Check its type above. The range next to it is where your price starts _____

HOW TO USE THIS WORKSHEET

Work through the five principles in order and write in the boxes as you go. Each one narrows the decision: the type sets the range, the market sets the ceiling, the speed bumps pick the number, the three tiers package it, and the recurring check adds the stream. Copy your answers onto the last page, then build the plans in LifterLMS.

2 Willingness to pay

Your price is set by your market, not by your effort. Answer these four questions honestly before you pick a number.

1. How much money does your target market have available to invest in training?

2. What is the result your training promises worth to your target market?

3. What are your successful competitors charging?

4. Can your training deliver at least ten times the investment in value to the learner, so the price becomes a "no-brainer" decision?

3 Pricing speed bumps

Some prices are optimized so you do not scare people away (too expensive) or leave money on the table (too cheap).

1, 2, 3, 5

Price on these digits and the round numbers that follow them. A $400 course feels like a discounted $500 course. A $700 course feels like an expensive $500 course. Pick the price point that matches your course type.

Starter and Focus	$100	$200	$300	$500
Focus and Transformational	$1,000	$2,000	$3,000	$5,000
Transformational	$10,000	$20,000	$30,000	$50,000

Circle one above. My price point _____

4 Good, better, best

Three prices maximum. A confused mind does not buy. Optimize for BETTER, because the middle option should be your best seller.

CLASSIC COURSE PLUS COACHING PRICING STACK

GOOD	BETTER · BEST SELLER	BEST
One Time Payment	**Payment Plan**	**Course + Coaching**
The course, paid in full	The course, split into payments	The course plus your time
$1,000	**$100 / month**	**$10,000**

Good is the no-frills way in. Better is the same promise made easier to say yes to. Best adds access to you, and it is priced so that one buyer a month changes your year. Most of your sales land in the middle, and that is the point.

YOUR THREE PRICES

GOOD	BETTER · BEST SELLER	BEST
Name	Name	Name
What is included	What is included	What is included
Price	Price	Price

BUILD IT IN LIFTERLMS

Good, better, and best are three access plans on one course. Each course or membership holds up to six, and every plan starts from a preset: Free, Monthly, Annual, One Time, Lifetime, Paid Trial, Hidden Access, or Pre-sale. The payment plan is a recurring plan with a set number of payments. Recurring coaching is a membership. Set the price, the frequency, and the trial on each plan and you are selling.

5 Recurring revenue checklist

Recurring value equals recurring revenue potential. Check each line you can say yes to.

- [ ] **Recurring value equals recurring revenue potential.**
  Students keep paying when something keeps happening. What keeps happening in your program?
- [ ] **The fastest way to add recurring value is a live "ask us anything" office hours call.**
  Weekly or monthly, in a virtual meeting room. One hour of your time, recurring revenue from the whole group.
- [ ] **A payment plan is not recurring revenue.**
  It splits one price into pieces and then it ends. Do not count it as monthly recurring revenue.
- [ ] **Only promise recurring value you can deliver on.**
  A missed call costs more trust than a call you never offered.
- [ ] **Group coaching scales. Private coaching does not.**
  Recurring one-on-one coaching should be priced at a premium, because your hours are the cap.

My recurring value (what keeps happening after the sale) _____

My pricing decision

Copy your answers from the four pages into one place. This is the page you build from.

The course I am pricing _____

Course type (principle 1) _____

What the result is worth to my student (principle 2) _____

My price point from the 1, 2, 3, 5 rule (principle 3) _____

Good (name and price) _____

Better, the one I optimize for (name and price) _____

Best (name and price) _____

My recurring value (principle 5) _____

Launch date _____

Prices in this worksheet are illustrative examples, not forecasts or benchmarks. This is a planning tool, not financial, legal, or tax advice.