Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

PRICE WITH CONFIDENCE

Set a price that reflects the value of your course and feels right for you and your audience.

ACTION CHECKLIST

☐ **Step 1 – Understand the purpose of MVP pricing**
Recognise that your first course price is a starting point designed to help you launch and learn.

☐ **Step 2 – Think about the value of your transformation**
Reflect on the real change your course helps participants achieve.

☐ **Step 3 – Explore realistic MVP price ranges**
Review common course price points and understand how price influences the number of sales needed.

☐ **Step 4 – Choose your MVP course price**
Select a starting price that aligns with your format, audience, and the value of your course.

☐ **Step 5 – Record your pricing decision**
Write your MVP price statement and submit it in your WoDiLab Milestone Tracking Document.

Step 1 – Understanding MVP Pricing

Your first course price is **not a permanent decision**.

It is simply your **MVP price** — a starting point.

At this stage your goal is not to maximise profit.

Your goal is to:

- launch your course
- make your first sales
- learn from real participants
- gather feedback
- improve your programme

Many successful course creators increase their prices later as their confidence and results grow.

So right now, focus on **progress, not perfection**.

Notes:

Step 2 – Reflect on the Value You Create

Your audience is not paying for videos.

They are investing in **progress and transformation**.

Take a moment to reflect.

What problem does your course help solve?

What result or transformation can participants expect?

How could this change their life, work, or confidence?

Remember:
Your audience is not buying your résumé.

They are buying **progress**.

Step 3 – Explore Possible MVP Price Points

The table below shows common course price points and how many sales you would need to reach approximately **€2000 in revenue**.

This exercise helps you see that sometimes a slightly higher price simply means **you need fewer participants**.

MY PRODUCT PRICE	SALES NEEDED	COURSE PRICE	EXAMPLE PAYMENT PLAN
☐	43	€47	Not recommended
☐	30	€67	Not recommended
☐	21	€97	Not recommended
☐	14	€147	Not recommended
☐	10	€197	Not recommended (2 × €99 in special cases)
☐	7	€297	Not recommended (3 × €99 in special cases)
☐	4	€497	3 × €187 or 3 × €197
☐	3	€697	3 × €267
☐	2	€997	3 × €367 or 3 × €397
☐	2	€1497	4 × €447
☐	1	€1997	3 × €747 / 4 × €579 / 5 × €467 / 6 × €397
☐	1	€2997	3 × €1149 / 4 × €867 / 5 × €697 / 6 × €597

Notice how different price points change the number of participants needed.

Sometimes a slightly higher price can actually make your launch **simpler**.

Step 4 – Choose Your MVP Course Price

Now it is time to make your decision.

Look again at the price points and consider:

- your course format
- the level of support you provide
- the value of the transformation
- the expectations of your audience

Remember:
You are not choosing your forever price.
You are choosing your **starting price**.

My MVP Course Price:
€ _____

Why this price feels aligned with my course and audience:

_____

_____

_____

Step 5 – Write Your Pricing Statement

Now turn your decision into a clear statement.

Example:
"My MVP course price will be **€197**, which reflects the value of the transformation I provide while keeping the programme accessible for my first launch."

Your statement:
My MVP course price will be **€** _____, because

_____

_____

_____

Milestone Submission

Once you have chosen your price:

1️⃣ Add your **MVP Course Price** to your **WoDiLab Milestone Tracking Document**

2️⃣ Tag your mentor so they can review your decision.

You earn:

⭐ **1 XP** – watching the lesson
⭐ **2 XP** – completing the worksheet
⭐ **2 XP** – submitting your price

Total: 5 XP