

FUNdamentals of Pricing Your Printing

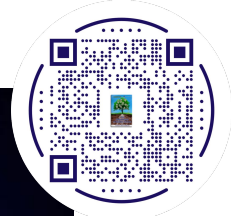


Presented By:
Aaron Montgomery

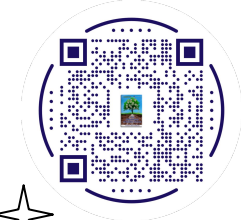


Our Success Group

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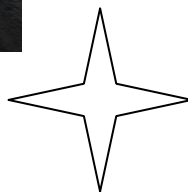


Our Success Group



Aaron Montgomery

- Co-Founder & CEO of Our Success Group
- Author of [“The FUNdamentals of Business Success”](#)
- Founder & Co-Host of the [2 Regular Guys Podcast](#)



edutopia

**GEORGE
LUCAS**

EDUCATIONAL
FOUNDATION

Lucas 
Education Research

WHAT WORKS IN EDUCATION

**DO YOU KNOW HOW MUCH SPACE IS
NEEDED TO GROW FUNGI?**

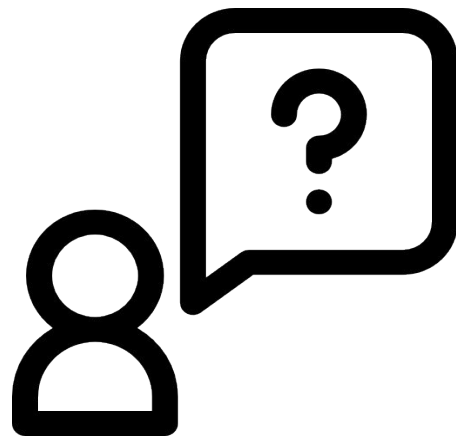
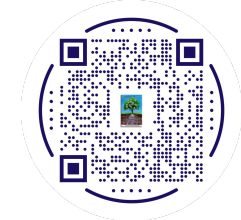


AS MUSHROOM AS POSSIBLE.

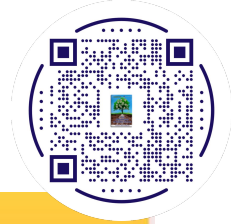
**MY WIFE TOLD ME THAT YOGA IS THE
BEST ANTIDEPRESSANT AVAILABLE**



**I TOLD HER THAT SOUNDS LIKE
A BIT OF A STRETCH.**



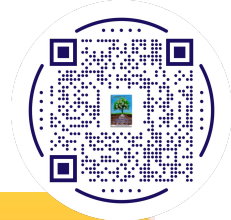
Rethink



Best way to price sublimating on coffee cups? Just double the price it cost me to make?

**What do I charge for a 10 inch wind spinner?
Thank you.**

Rethink



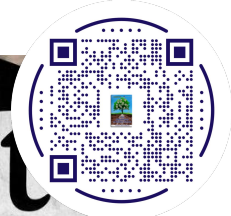
Best way
cups? Jus

Wholesale x 2 = wholesale cost
Wholesale x 2 = retail cost
Like Reply 1d

Author
Wholesale x 2 = wholesale cost
Wholesale x 2 = retail cost
Like Reply 23h

Double for whole sale and 4x for retail. Be sure to include all your costs.

A typical formula would be double your cost=wholesale, double wholesale=retail



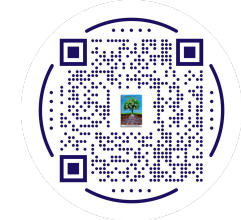
**LOWEST
PRICE**

Lowest
▼ Price

**BEST
PRICE!**



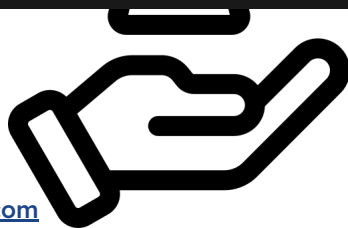
Our Success Group



Strategy I Propose...

Market Value Based on YOUR Numbers

PERCEIVED Value





**Buyer
is
happy
with
the
price!**



**Seller
is
happy
with
the
price!**

***Seller
is
happy
with
the
price.***

Overhead Rate / Time

- All Overhead
- Paying Yourself
- Planning for Future

+ Direct Costs

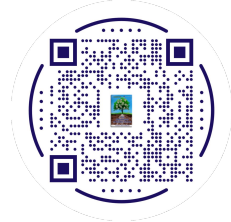
(The Art)

- Blank
- Inbound Freight
- Easy to track costs

+ Profit Margin

= Price Needed

Required Selling Price





***Seller
is
happy
with
the
price.***

$$\begin{array}{l} \text{Overhead Rate} \quad \quad \quad / \text{ Time} \\ \$100 \text{ Hour} \quad \quad \quad / \quad 50 \text{ Per Hour} = \$2.00 \\ \\ + \text{ Direct Costs} \quad \quad \quad + \text{ Profit Margin} \\ + \$3.00 \quad \quad \quad + 100\% (\$5.00) \\ \\ = \$10.00 \quad \quad \quad \text{😊} \end{array}$$

**Buyer
is
happy
with
the
price.**

$$\begin{aligned} &\$100 \text{ Hour} \text{ / } 50 \text{ Per Hour} = \$2.00 \\ &+ \$3.00 \quad + 100\% (\$5.00) \\ &= \$10.00 \quad \text{😊} \end{aligned}$$

Review “Seller Happy” versus “Buyer Happy”
Potential

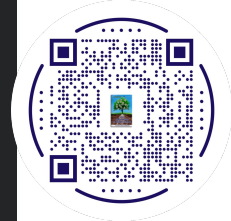
1. “Seller Happy” less or equal to “Buyer Happy”
= ***SELL the PRODUCT! AT “BUYER HAPPY” PRICE***
2. “Seller Happy” greater than “Buyer Happy”...

***Buyer
is
happy
with
the
price.***

\$1 at the gas station
\$3 at the restaurant
\$7 at the movies
\$9 at the airport

It's the same exact bottle of water.
The only difference is the location.

So remember...the next time you feel under valued,
you might just be in the wrong place.





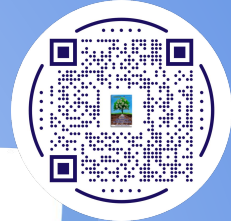
WHAT?





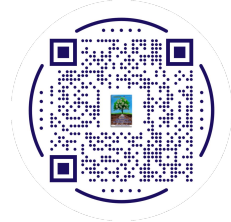
WHY?



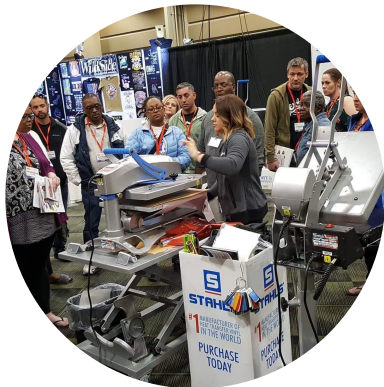


“Selling to people who actually want to hear from you is more effective than interrupting strangers who don’t.”

~ **Seth Godin**



IDEAL Customers



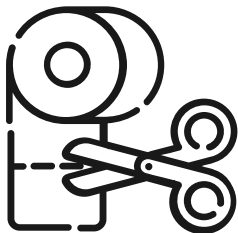
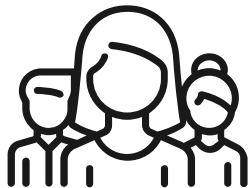
Customers

Technique

Technology

Services

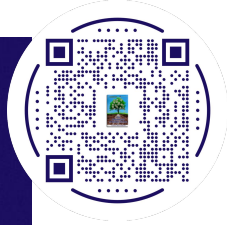
Marketing





Increase Perceived Value

- Reduce Pain Points
 - Bundle items purchased.
 - Direct Pricing.
 - Sweat the small stuff.
- Personalization
- Sell the Sizzle



The FUNdamentals of Business Success Book

Discover the **FUN** in your business!

★★★★★
"Thanks, Aaron. This has been really good for my business and for me mentally. I forgot that I love what I do."

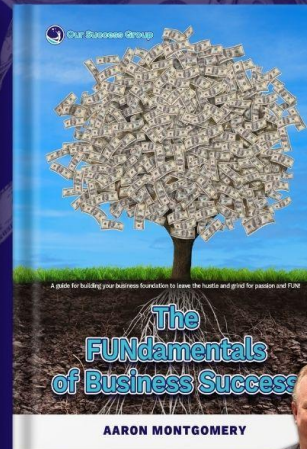
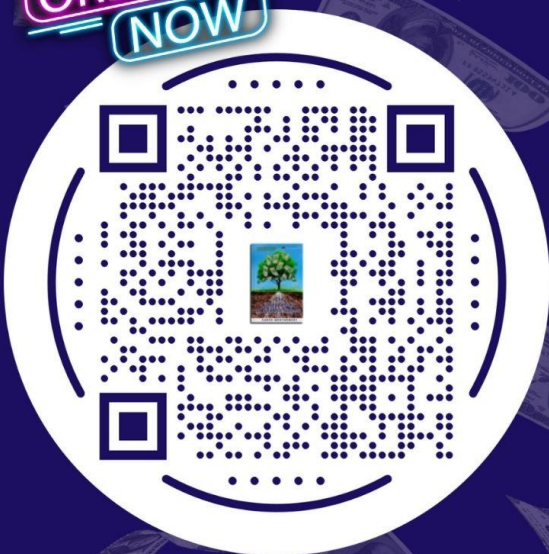
Rina Cooper - Code3 Creations

ORDER NOW

JACK CANFIELD
CERTIFIED
TRAINER
SUCCESS PRINCIPLES

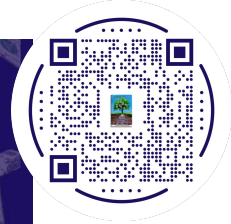
JACK CANFIELD
VIRTUAL
FACILITATOR
CERTIFIED

The 'FUNdamentals of Business Success' is your down-to-earth business guide for business owners. This book is all about ditching the daily grind and finding the FUN in your business. With thirteen **FUNdamentals**, it's a no-nonsense guide that helps you lay a solid foundation. It's time to get excited about what you do! Whether you're just starting out or looking to take things to the next level in your current business, this book is your guardrails for success.



Author

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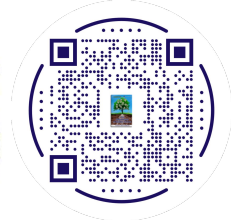


FUNdamentals

O'Fallon, MO

June 7 & 8, 2024

Live



Who is this Retreat for?

Ideal for small business owners who are seeking to align their business goals with personal values and gain clarity in their entrepreneurial journey. The makers, creators, and entrepreneurial rockstars who are tired of being overworked and underpaid! Want to fall deeper in love with your business? This retreat is for you!



Event Limited to 40 Participants!
Don't Miss Out on this Opportunity



Scan the QR
Code for agenda
and full details!

OSG.link/FUNLive

Benefits of Attending

You'll gain fresh insights and practical tools for rejuvenating your business strategy, connect with fellow business owners, receive expert guidance, and enjoy a balanced mix of learning, relaxation and fun in a serene setting!

What will you leave with?



Purpose Clarity



Tools to Overcoming Barriers



Realistic & Achievable Goals



Productivity Enhancement



Personal Growth Development



A Network for Success



An Inspired Vision for the Future



Wellness and Work-Life Balance



Valuable Network Opportunities