

Pricing for Profit - Complete System

A comprehensive web-based course and calculator system designed to help contractors and service professionals price their services profitably.

Project Overview

Pricing for Profit is an interactive web application that combines:

- Educational course modules on profitable pricing strategies
- Advanced pricing calculators and tools
- Lead magnet system for email capture
- Complete business templates and resources

Project Structure

```
pricing-for-profit/
├── index.html           # Main landing page (lead magnet)
├── course/
│   ├── index.html      # Course platform login/access
│   ├── dashboard.html  # Main course dashboard
│   └── assets/         # Course-specific assets
├── calculator/
│   └── index.html      # Free lead magnet calculator
├── thank-you/
│   ├── lead-magnet.html # Post-signup thank you
│   ├── purchase-success.html # Post-purchase success
│   └── download-instructions.html # Access instructions
├── assets/
│   ├── css/           # Stylesheets
│   ├── js/            # JavaScript functionality
│   └── images/         # Images and icons
└── _redirects          # Netlify redirect rules
```

Features

Interactive Course Platform

- **Module-based learning system** with progress tracking
- **Interactive pricing calculators** with real-time calculations
- **Client objection handling simulator** with AI-powered responses

- **Progress tracking and achievements** system
- **Resource library** with downloadable templates

Advanced Calculators

- True cost calculator with overhead analysis
- Job pricing calculator with profit margins
- Material markup calculator
- Seasonal adjustment tool
- Equipment depreciation tracker

Lead Generation System

- **Free pricing calculator** for lead capture
- **Email sequence integration** with ConvertKit
- **Thank you pages** with next steps
- **Bonus resource delivery** system

Technologies Used

- **HTML5** - Semantic markup and structure
- **CSS3** - Modern styling with animations and responsive design
- **Vanilla JavaScript** - Interactive functionality and calculations
- **Local Storage** - Progress tracking and data persistence
- **ConvertKit API** - Email marketing integration
- **Gumroad** - Payment processing integration

Target Audience

- Contractors and tradespeople
- Service-based business owners
- Freelancers and consultants
- Anyone struggling with profitable pricing

Key Benefits

- **Stop undercharging** for services with proper cost calculation
- **Increase profit margins** by 20-50% on average

- **Handle price objections** confidently with proven scripts
- **Professional templates** for quotes and proposals
- **Market research tools** for competitive positioning

Getting Started

1. Clone the repository

```
bash  
  
git clone https://github.com/yourusername/pricing-for-profit.git  
cd pricing-for-profit
```

2. Open locally

- Open `index.html` in your browser to view the landing page
- Navigate to `/calculator/` for the free calculator
- Access `/course/` for the main course platform

3. For development

- Use a local server (Live Server extension in VS Code recommended)
- All files are self-contained with no build process required

Mobile Responsive

The entire system is fully responsive and optimized for:

- Desktop computers
- Tablets
- Mobile phones
- Touch interactions

Configuration

Email Integration

- Update ConvertKit form IDs in JavaScript files
- Configure email sequences and tags
- Set up automated responses

Payment Integration

- Configure Gumroad product links

- Set up redirect URLs after purchase
- Update pricing and discount codes

Analytics

- Add Google Analytics tracking code
- Set up conversion tracking
- Configure event tracking for interactions

Analytics & Tracking

The system tracks:

- Course progress and completion rates
- Calculator usage and engagement
- Email signups and conversion rates
- Resource downloads and access

Customization

Branding

- Update colors in CSS custom properties
- Replace logo and images in `/assets/images/`
- Modify copy and messaging throughout

Content

- Add new course modules in the course platform
- Create additional calculators
- Expand resource library

Deployment

Recommended Platform: Netlify

1. Connect your GitHub repository
2. Set build command: (none needed)
3. Set publish directory: `/`
4. Configure custom domain

5. Enable form handling for email capture

Alternative: GitHub Pages

- Enable GitHub Pages in repository settings
- Select source branch (usually `main`)
- Access via `yourusername.github.io/pricing-for-profit`

🧡 Contributing

This is a commercial project, but suggestions and improvements are welcome:

1. Fork the repository
2. Create a feature branch
3. Commit your changes
4. Push to the branch
5. Open a Pull Request

📄 License

This project is proprietary software. All rights reserved.

💬 Support

For questions or support:

- Email: support@mikeguides.co
- Website: pricingforprofit.co

🏆 Success Stories

|"Increased my average job price by 40% in the first month!" - Mike, General Contractor

|"Finally understanding my true costs changed everything." - Sarah, Landscaper

|"The objection handling scripts work like magic." - David, Electrician

Ready to stop losing money on every job? Start pricing for profit today!