

PRICING & PROFITABILITY PLAN

(Market-Competitive, CPA-Flexible Model)

OBJECTIVE

Design customer packages that:

- Are **competitive with market pricing**
 - Cover **all costs upfront**:
 - Buygoods fees
 - Sales taxes
 - Allowance hold
 - Fulfillment (Fullstack)
 - Keep **CPA fully adjustable from profit**
 - Push customers toward **higher AOV packages**
 - Support **long-term scale via subscription**
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COST ASSUMPTIONS (FIXED)

These costs are included in all calculations:

Cost Item	Value
Buygoods Platform Fee	10% of Gross
Allowance Hold	10% of Gross
Sales Tax (Avg)	4% of Gross
Total Platform Deductions 24% of Gross	
Fullstack Fulfillment	\$6.05 per unit
Shipping	2 Bottles: \$19.99 / 4 & 6: Free

Cost Item	Value
CPA	Excluded (Paid from profit only)

3 FINAL PACKAGE STRUCTURE (MARKET-SAFE)

We keep a **standard 2 / 4 / 6 structure** to match competitors, but differentiate using **bonuses**, not bottle counts.

● PACKAGE 1 — 2 BOTTLES (ENTRY / ANCHOR)

Purpose: Entry offer + conversion anchor

Not designed for maximum profit

- Price per unit: **\$79**
- Product total: \$158
- Shipping: \$19.99
- **Total Collected (Gross): \$177.99**

Cost & Profit Breakdown (Pre-CPA)

Item	Amount
Gross Collected	\$177.99
Buygoods + Tax + Allowance (24%)	-\$42.72
Fullstack (2 × \$6.05)	-\$12.10
Profit Before CPA	\$123.17

Notes:

- Acts as a **decoy**
 - Covers moderate CPA
 - Pushes buyers to higher packages
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● PACKAGE 2 — 4 BOTTLES (CORE PROFIT PACKAGE)

Purpose: Balance of trust, value, and margin

Most stable package

- Price per unit: **\$64**
- Product total: \$256
- Shipping: Free
- **Total Collected (Gross): \$256.00**

Bonuses:

- 2 Digital Ebooks
- Free Shipping

Cost & Profit Breakdown (Pre-CPA)

Item	Amount
Gross Collected	\$256.00
Buygoods + Tax + Allowance (24%)	-\$61.44
Fullstack (4 × \$6.05)	-\$24.20
Profit Before CPA	\$170.36

Notes:

- Supports **higher CPA**
- Lower refund risk
- Strong perceived value

🔥 PACKAGE 3 — 6 BOTTLES + 1 FREE (BEST VALUE / HERO)

Purpose: Maximize AOV, margin, and affiliate motivation

- Customer pays for: **6 bottles**
- Price per unit: **\$49**

- Product total: \$294
- Shipping: Free
- **Customer receives: 7 bottles**
- **Total Collected (Gross): \$294.00**

Bonuses:

- 🎁 1 FREE Bottle
- 🎁 3 Premium Ebooks
- 🎁 Priority Processing
- 🎁 VIP Discount Lock

Cost & Profit Breakdown (Pre-CPA)

Item	Amount
Gross Collected	\$294.00
Buygoods + Tax + Allowance (24%)	-\$70.56
Fullstack (7 × \$6.05)	-\$42.35
Profit Before CPA	\$181.09

Notes:

- Highest absolute profit
- Best affiliate pitch (“Buy 6 Get 1 Free”)
- Lowest refund rate
- Strong brand perception

PACKAGE COMPARISON SUMMARY

Package	Bottles Shown	Total Price	Profit (Pre-CPA)	Role
2 Bottles	2	\$177.99	\$123.17	Entry / Anchor

Package	Bottles Shown	Total Price	Profit (Pre-CPA)	Role
4 Bottles	4	\$256.00	\$170.36	Core Profit
6 + 1 Free	7	\$294.00	\$181.09	Hero / Scale

5 SUBSCRIPTION STRATEGY (HIGHLY RECOMMENDED)

Post-Checkout Only (Not Front-End)

- 1 bottle every 30 days
- Price: **\$59 per bottle**
- Free shipping
- Cancel anytime
- Starts after 30 days

Why Subscription Matters

- No (or minimal) CPA on rebills
- Huge **LTV increase**
- Stabilizes cash flow
- Protects aggressive front-end pricing

Even **10–20% attach rate** dramatically increases profitability.

6 WHY THIS PLAN WORKS

- ✓ Matches competitor structure
 - ✓ Strong perceived value without heavy discounting
 - ✓ CPA flexibility (tiered or rev-share)
 - ✓ Allowance already covered
 - ✓ Higher AOV & lower refunds
 - ✓ Scales with affiliates
 - ✓ Subscription unlocks long-term profit
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7 FINAL RECOMMENDATION

- Keep **2 / 4 / 6** structure
- Make **6 + 1 FREE** the hero
- Use **bonuses, not price cuts**
- Pay CPA only from profit
- Add subscription immediately