

## PRICING & PROFITABILITY PLAN

(*Market-Competitive, CPA-Flexible Model*)

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### **1** 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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### **2** 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
<b>Total Platform Deductions 24% of Gross</b>	
Fullstack Fulfillment	<b>\$6.05 per unit</b>
Shipping	2 Bottles: \$19.99 / 4 & 6: Free

Cost Item	Value
CPA	<b>Excluded</b> (Paid from profit only)

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### 3 FINAL PACKAGE STRUCTURE (MARKET-SAFE)

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

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#### ● 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
<b>Profit Before CPA</b>	<b>\$123.17</b>

#### 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
<b>Profit Before CPA</b>	<b>\$170.36</b>

**Notes:**

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

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## 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 ( $7 \times \$6.05$ )	-\$42.35
<b>Profit Before CPA</b>	<b>\$181.09</b>

**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
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## 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

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## 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.

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## 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