

MODULE 4

MONETIZATION MASTERY

Turn Your Tool Into a Money Machine

"Price is what you pay. Value is what you get."

- Warren Buffett

Student Name: _____

Tool Name: _____

Revenue Goal (Year 1): \$ _____

Start Date: _____

Module Progress Checklist

- ☐ Lesson 1: Pricing Psychology Fundamentals
- ☐ Lesson 2: SaaS Pricing Models Deep Dive
- ☐ Lesson 3: Value Ladder Construction
- ☐ Lesson 4: A/B Testing Pricing
- ☐ Lesson 5: Conversion Optimization
- ☐ Lesson 6: Revenue Maximization Strategies



QUICK WIN GENERATOR

Start making money TODAY:

Next 2 Hours: Set up your first pricing tier at \$29/month and add a "Get Started" button to your homepage. Even if it's not perfect, you can start collecting payments!

☐ First price live and payment button added!

Pre-Monetization Assessment

Current pricing idea: \$_____ per _____

Competitors' average price: \$_____

Value I provide above competitors:

Pricing Strategy Worksheet

COST ANALYSIS

COST ITEM	MONTHLY COST	PER USER COST
Hosting/Infrastructure	\$	\$
Third-party APIs	\$	\$
Support Tools	\$	\$
Marketing Tools	\$	\$
Payment Processing (2.9%)	\$	\$
Total	\$	\$

VALUE-BASED PRICING CALCULATION

Time saved per month for user: _____ hours

User's hourly rate: \$_____

Monthly value created: \$_____

10% of value (fair price): \$_____

PSYCHOLOGICAL PRICE POINTS

Charm Pricing Options

Instead of \$30 → Try \$29

Instead of \$50 → Try \$49 or \$47

Instead of \$100 → Try \$99 or \$97

My charm price: \$_____

PRICING TIERS STRUCTURE

STARTER

PRO

Most Popular

ENTERPRISE

\$ _ _ _ _

/month

- _____
- _____
- _____

\$ _ _ _ _

/month

- _____
- _____
- _____
- _____

\$ _ _ _ _

/month

- _____
- _____
- _____
- _____
- _____

Revenue Model Comparison

MODEL	PROS	CONS	BEST FOR	USE?
Subscription	Predictable revenue, High LTV	Churn management	Ongoing value tools	<input type="checkbox"/>
One-time	Easy sale, No churn	Limited LTV	Simple tools	<input type="checkbox"/>
Freemium	Large user base	Low conversion	Viral tools	<input type="checkbox"/>
Usage-based	Fair pricing, Scales with value	Unpredictable revenue	API/Processing tools	<input type="checkbox"/>
Hybrid	Multiple revenue streams	Complex to manage	Mature products	<input type="checkbox"/>

MY REVENUE MODEL DECISION

Primary model: _____

Why this model:

UPSELL & CROSS-SELL OPPORTUNITIES

Add-on #1: _____ Price: \$ _____

Add-on #2: _____ Price: \$ _____

Add-on #3: _____ Price: \$ _____

ANNUAL PLAN STRATEGY

Monthly price: \$ _____

Annual price (×12): \$ _____

Discount offered: _____%

Annual price (with discount): \$ _____

Months free: _____ months

💡 **PRO TIP**

Offering 2 months free on annual plans (16.7% discount) is the sweet spot for conversions!

Pricing Psychology Checklist

COGNITIVE BIASES TO LEVERAGE

- ☐ Anchoring: Show enterprise price first (\$499) to make Pro (\$99) seem cheap
- ☐ Decoy Effect: Make middle tier obviously best value
- ☐ Loss Aversion: "Save \$X per month" vs "Pay \$X more"
- ☐ Social Proof: "Most popular" badge on preferred tier
- ☐ Scarcity: "Only 10 spots at this price"
- ☐ Urgency: "Price increases in X days"

PRICE DISPLAY OPTIMIZATION

- ☐ Remove currency symbol (\$29 vs \$29.00)
- ☐ Use smaller font for cents
- ☐ Show per-day cost for expensive plans ("Just \$3/day")
- ☐ Compare to familiar expense ("Less than a coffee")
- ☐ Highlight savings on annual plan
- ☐ Show value created, not cost

TRUST SIGNALS

- ☐ Money-back guarantee badge
- ☐ Security badges (SSL, Stripe)
- ☐ Customer count ("Join 500+ users")
- ☐ Testimonials near pricing
- ☐ "No credit card required" for trials

A/B Test Tracking Sheet

TEST #1: PRICE POINT

VARIANT	PRICE	VISITORS	CONVERSIONS	CONV RATE	REVENUE
A (Control)	\$			%	\$
B (Test)	\$			%	\$

Winner: _____ Lift: _____% Confidence: _____%

TEST #2: BILLING FREQUENCY

VARIANT	OFFER	VISITORS	CONVERSIONS	CONV RATE	LTV
A (Monthly)	\$___/mo			%	\$
B (Annual)	\$___/yr			%	\$

Winner: _____ Lift: _____% Confidence: _____%

TEST #3: FREE TRIAL LENGTH

VARIANT	TRIAL DAYS	SIGNUPS	CONVERSIONS	CONV RATE
7 days	7			%
14 days	14			%
30 days	30			%

💡 PRO TIP

Run each test for at least 2 weeks or 1000 visitors to reach statistical significance!

Conversion Rate Calculator

FUNNEL ANALYSIS

STAGE	VISITORS	CONVERSION %	NEXT STAGE
Homepage Visitors	1000	→	
Pricing Page Views		____%	
Trial Signups		____%	
Active Trial Users		____%	
Paid Conversions		____%	

Overall Conversion Rate: ____% (Should be 1-3% for SaaS)

CONVERSION OPTIMIZATION CHECKLIST

- ☐ Clear value proposition above fold
- ☐ Social proof on landing page
- ☐ Simple pricing (max 3 tiers)
- ☐ Free trial or demo offered
- ☐ Objections addressed on pricing page
- ☐ FAQ section included
- ☐ Live chat available
- ☐ Exit intent popup
- ☐ Abandoned cart emails
- ☐ Onboarding sequence optimized

REVENUE IMPACT CALCULATOR

Current conversion rate: ____% × 1000 visitors = ____ customers
Improved by 1%: ____% × 1000 visitors = ____ customers

Additional revenue at \$___/customer = \$_____

LTV/CAC Analysis Template

CUSTOMER ACQUISITION COST (CAC)

CHANNEL	MONTHLY SPEND	CUSTOMERS ACQUIRED	CAC
Google Ads	\$		\$
Facebook Ads	\$		\$
Content Marketing	\$		\$
Organic/SEO	\$0		\$0
Blended CAC	\$		\$

CUSTOMER LIFETIME VALUE (LTV)

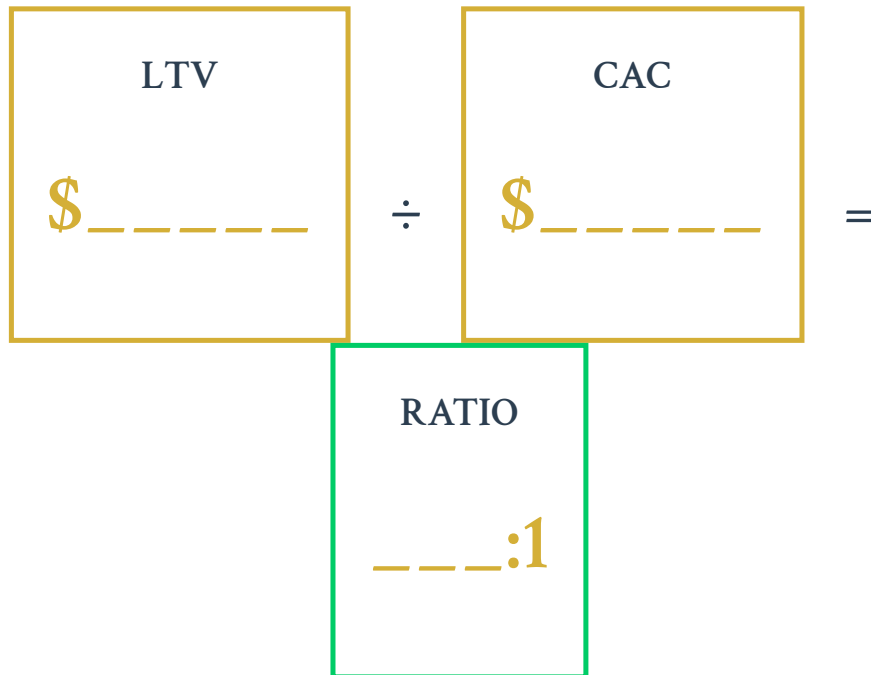
Average Revenue Per User (ARPU): \$_____

Average Customer Lifespan: _____ months


Gross Margin: _____%

$LTV = ARPU \times Lifespan \times Margin = \$$ _____

LTV:CAC RATIO



LTV:CAC Benchmarks

- <1:1 = Losing money on every customer
- 1-2:1 = Breaking even, need improvement
- 3:1 = Healthy SaaS business 
- >5:1 = Could spend more on growth

Subscription Tier Planner

FEATURE DISTRIBUTION MATRIX

FEATURE	FREE	STARTER	PRO	ENTERPRISE
Core Feature 1	✓	✓	✓	✓
Core Feature 2	Limited	✓	✓	✓
Advanced Feature 1	✗	✗	✓	✓
Advanced Feature 2	✗	✗	✓	✓
Priority Support	✗	✗	Email	Phone
API Access	✗	✗	Limited	Full
Team Members	1	3	10	Unlimited
Data Export	✗	CSV	All formats	All + API

USAGE LIMITS

Free	Starter	Pro	Enterprise
_____ uses/mo	_____ uses/mo	_____ uses/mo	Unlimited

UPGRADE TRIGGERS

Free → Starter: _____

Starter → Pro: _____

Pro → Enterprise: _____

Payment Integration Checklist

PAYMENT PROVIDER SETUP

- ☐ Stripe account created and verified
- ☐ Bank account connected
- ☐ Tax settings configured
- ☐ Webhook endpoints set up
- ☐ Test mode verified
- ☐ Production keys secured

SUBSCRIPTION MANAGEMENT

- ☐ Products created in Stripe
- ☐ Pricing plans configured
- ☐ Trial periods set
- ☐ Coupon codes created
- ☐ Upgrade/downgrade flow works
- ☐ Cancellation flow works
- ☐ Dunning emails configured

CUSTOMER EXPERIENCE

- ☐ Checkout page optimized
- ☐ Multiple payment methods accepted
- ☐ Invoice generation automated
- ☐ Receipt emails customized
- ☐ Customer portal enabled
- ☐ Refund policy clear

SECURITY & COMPLIANCE

- ☐ PCI compliance maintained
- ☐ SSL certificate active

- ☐ Terms of service updated
- ☐ Privacy policy includes payments
- ☐ GDPR compliance (if applicable)

Revenue Projection Spreadsheet

MONTH-BY-MONTH FORECAST

MONTH	NEW CUSTOMERS	TOTAL CUSTOMERS	MRR	CHURN	NET MRR
Month 1			\$		\$
Month 2			\$		\$
Month 3			\$		\$
Month 6			\$		\$
Month 9			\$		\$
Month 12			\$		\$

PATH TO \$10K MRR

At \$29/month: Need 345 customers

At \$49/month: Need 204 customers

At \$99/month: Need 101 customers

At \$199/month: Need 50 customers

GROWTH ASSUMPTIONS

Month 1 customers: _____

Monthly growth rate: _____%

Monthly churn rate: _____%

Months to \$10K MRR: _____

Q1

\$ _____

Q2

\$ _____

Q3

\$ _____

Q4

§ _____

Churn Reduction Strategy

CHURN ANALYSIS

Current monthly churn rate: _____%

Industry average: 5-7% for B2C, 3-5% for B2B

Target churn rate: _____%

CHURN REASONS TRACKER

REASON	% OF CHURNS	SOLUTION	IMPLEMENTED
Too expensive	%		<input type="checkbox"/>
Not using enough	%		<input type="checkbox"/>
Missing features	%		<input type="checkbox"/>
Found alternative	%		<input type="checkbox"/>
Technical issues	%		<input type="checkbox"/>

RETENTION TACTICS

- ☐ Onboarding email sequence (7 days)
- ☐ Product usage monitoring
- ☐ Inactivity alerts & re-engagement
- ☐ Customer success check-ins
- ☐ Feature announcement emails
- ☐ Usage milestone celebrations
- ☐ Annual plan incentives
- ☐ Win-back campaigns
- ☐ Exit survey & feedback loop

💡 **PRO TIP**

Reducing churn by just 1% can increase profits by 25-95% over 3 years!

Revenue Optimization Ideas

QUICK REVENUE WINS

- ☐ Add a higher-priced "Premium" tier
- ☐ Implement usage-based add-ons
- ☐ Offer priority support for +\$20/mo
- ☐ Create industry-specific packages
- ☐ Add white-label option for agencies
- ☐ Sell training/onboarding packages
- ☐ Launch affiliate program (20% commission)
- ☐ Create done-for-you service tier

EXPANSION REVENUE OPPORTUNITIES

Upsell #1: _____

Target customers: _____

Additional revenue: \$_____/month

Upsell #2: _____

Target customers: _____

Additional revenue: \$_____/month

Upsell #3: _____

Target customers: _____

Additional revenue: \$_____/month

PARTNER REVENUE STREAMS

- ☐ Integration partnerships
- ☐ Reseller agreements
- ☐ Powered-by licensing
- ☐ Data monetization (anonymized)
- ☐ Marketplace commissions

Weekly Revenue Review

WEEK _____ METRICS

New trials: _____

Expansion MRR: \$ _____

Trial → Paid: _____

Net MRR: \$ _____

New MRR: \$ _____

Total MRR: \$ _____

Churned MRR: \$ _____

Active customers: _____

CONVERSION FUNNEL THIS WEEK

Visitors: _____ → Trials: _____ → Paid: _____

Visitor → Trial: _____% | Trial → Paid: _____% | Overall: _____%

A/B TEST RESULTS

Test running: _____

Control performance: _____

Variant performance: _____

Statistical significance: _____%

REVENUE EXPERIMENTS

This week's experiment:

Result:

Next week's experiment:

Module 4 Completion & Reflection

MONETIZATION METRICS SUMMARY

Pricing model chosen: _____

Price point: \$_____

Current MRR: \$_____

Customer count: _____

Average LTV: \$_____

CAC: \$_____

Churn rate: _____%

KEY LEARNINGS

1. Most effective pricing strategy discovered:

2. Biggest monetization surprise:

3. Next pricing experiment to try:



MODULE 4 COMPLETE!

You've mastered monetization!

Your pricing is optimized. Your revenue model is solid.

Now let's drive TRAFFIC! 🚗

READY FOR MODULE 5 CHECKLIST

- ☐ Pricing strategy finalized
- ☐ Payment system fully functional
- ☐ First paying customer acquired
- ☐ Conversion tracking set up
- ☐ Ready to scale!