



## PRICING PSYCHOLOGY REPORT

### Intelligence you can use TODAY - to increase profits

- How to change your price by a couple of pennies - and get 10-20% MORE ORDERS!
- Raise prices - and get MORE ORDERS!

Pricing isn't all logic. People also buy at one price and not at another for psychological reasons - many of which they don't understand. Yet these psychology-based choices have been documented by pricing strategy experts in tests of hundreds of millions of consumers. Here's how pricing psychology can work for you.

Author Marlene Jensen is a pricing strategy and new business expert. The consulting company she launched years ago, (see [PricingStrategyAssoc.com](http://PricingStrategyAssoc.com)), has helped some very big companies, such as American Express, AARP and Playboy, as well a number of small and medium-sized entrepreneurs. She has personally conducted almost 100 tests of pricing strategies -- as well as idea tests -- for her clients.

#### How to raise your price and get MORE sales!

You might believe that there is no such thing as pricing too low - from a consumer perspective. But you'd be wrong.

In 1992, I launched *Ancillary Profits* newsletter (sold to magazine publishers) at a price under \$100. A few months later, I tested that price vs. one well over \$100 -- a 31% price increase.

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