SID **USA AI DIGITAL PRODUCTS SELLING**
DIGITAL OPERATOR LIVE WORKSHOP

Offer & Pricing Templates

Create a High-Converting Offer for Your Digital Product

Use this worksheet to plan, structure and price your offer. Fill the sections as you watch the workshop.

Goal

By the end of this, you will have:

- A clear offer for your digital product
- A pricing strategy based on value and market
- Ready-to-use templates to use on your sales page

Important Notes

1. Focus on solving a real problem.
2. Price based on value, not time.
3. Keep it simple and clear.
4. Use templates below (copy & customize).
5. Test different price points if needed.

1 Core Offer Planner

Define your main offer

Product Name:

Target Audience:

Main Problem They Face:

Main Outcome / Transformation:

Format (eBook / Template / Course / etc.):

What's Included (list 3–5 key items):

1.
2.
3.
4.
5.

2 Value Stack Worksheet

List everything in your offer

Item	Description	Value (₹ or $)
1		
2		
3		
4		
5		
6		
7		

Total Value ₹

3 Pricing Strategy

Choose the right price

Low Ticket (₹299 – ₹999)

- ☐ eBook
- ☐ Templates
- ☐ Checklists
- ☐ Workbooks
- ☐ Starter Guides

Mid Ticket (₹1,999 – ₹4,999)

- ☐ Complete Guide
- ☐ Template Bundle
- ☐ Mini Course
- ☐ Resource Library
- ☐ Community Access

High Ticket (₹7,999+)

- ☐ Full Course
- ☐ Mentorship
- ☐ Done With You
- ☐ 1-on-1 Support
- ☐ Lifetime Updates

My Chosen Price

Original Price: ₹

Selling Price: ₹

Why this price?

4 Offer Structure Templates

Copy & customize

Simple Offer (Single Product)

Product Name:

One-liner:

What's Included:

- •
- •
- •

Price: ₹ _____

Value Pack Offer (Product + Bonuses)

Product Name:

One-liner:

Main Product:

- •
- Bonus 1:
- •
- Bonus 2:
- •
- Bonus 3:
- •

Total Value: ₹ _____

Your Price: ₹ _____

Bundle Offer (Multiple Products)

Offer Name:

One-liner:

Product 1:

- •
- Product 2:
- •
- Product 3:
- •
- Bonus:
- •

Total Value: ₹ _____

Your Price: ₹ _____

5 Sales Page Offer Templates

Use these on your landing page

Headline Template

" The Complete [Product Name] to Help You [Outcome] Without [Pain Point]"

Subheadline Template

" Step-by-step [Format] to [Outcome] — Even if You're a [Your Audience]"

What's Inside Template

- Step-by-step instructions
- Templates and resources
- Real examples and case studies
- Bonus materials
- Lifetime access

CTA Template

" Get Instant Access for Just ₹[Price]"
(Add button: Buy Now / Get Access Now)

6 Positioning & Differentiation

Make your offer stand out

Why My Offer is Different?

- •
- •
- •
- •
- •

My Unique Angle / USP

7 Final Offer Summary

Your complete offer at a glance

Offer Name:

Total Value: ₹

Selling Price: ₹

Main Benefit:

Bonuses Included: