

NULL LOGIC · PRACTICAL GUIDE SERIES



The Small Business Pricing Playbook

Stop Undercharging. Start Earning What You're Worth.

A practical guide with a working pricing framework. Inside: the seven pricing mistakes that quietly drain small businesses, three real before-and-after examples, and a fill-in worksheet to set — and raise — your prices with confidence.

7

COMMON MISTAKES

1

SIMPLE FORMULA

3

REAL EXAMPLES

2

PRINTABLE TOOLS

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NULL LOGIC — The Small Business Pricing Playbook

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The Quiet Profit Killer

Here's the uncomfortable truth: most small businesses don't fail because they can't find customers. They fail because the price was set once, set too low, and never touched again.

Pricing is the silent killer. It never announces itself. No alarm goes off the day you undercharge a client, and no notice arrives when a competitor quietly earns twice what you earn for similar work. The money just doesn't show up — month after month — while you work harder and wonder why it never gets easier.

If you sell digital products or services and you're not sure how to price them, you are not alone. Pricing is the single most consequential decision a small business owner makes, and it's the one almost nobody teaches. Most of us copy what we see around us, round down, and hope volume makes up the difference. It usually doesn't.

This playbook fixes that. It's not a book and it's not a course. It's a tool you can work through in about 45 minutes. You'll go through the seven pricing mistakes that cost small businesses the most money, learn a simple framework for setting prices that actually hold up, study three real before-and-after examples, and finish with a checklist and a worksheet you can use the same day you read this.

How to use it: Read straight through once. Then fill in the worksheet on the second-to-last page with your real numbers. That single page is where this guide stops being theory and starts being your pricing strategy.