



# *The Confident Pricing Formula*

for product-based businesses

**Stop second-guessing your prices and start charging with confidence!**

This formula will help you understand the true value of your products, set prices that reflect their quality and benefits, and attract customers who can't wait to buy from you. No more guessing, no more underpricing—just confident pricing that supports your business and your bottom line.

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# Introduction

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You've created something amazing.

Your products are unique, high-quality, and loved by the customers who buy them.

But let's get real—are you pricing them in a way that reflects their true value?

**If you've ever caught yourself saying:**

***“Will people really pay that much?”***

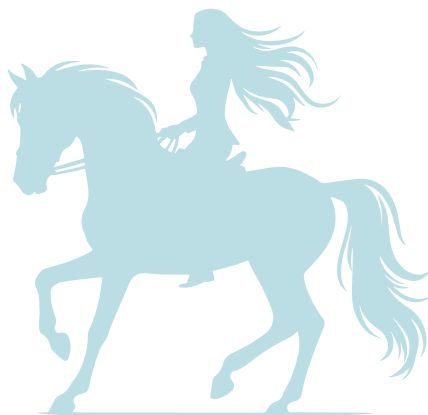
or

***“I'll just undercut the competition to make sales,”***

***it's time to rethink your approach!***

Pricing isn't just about covering costs—it's about valuing your time, effort, and the transformation your products provide.

This formula will help you confidently price your products so you can grow your business sustainably without constantly doubting yourself.



# *Stop second-guessing your prices*

## Here's how to charge with confidence

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### **Step 1: Understand the Value of Your Products**

Think beyond the product itself. What transformation or benefit are you offering to your customers?

- Are your products solving a problem?
- Are they creating convenience, luxury, or happiness?
- Are they saving your customers time or money?

**Example:**

A handmade leather bridle isn't just a piece of tack—it's a durable, beautifully crafted product that supports the horse's comfort, improves performance, and lasts for years.

**Exercise:**

Write down the key benefits your products offer and how they make your customers' lives better.

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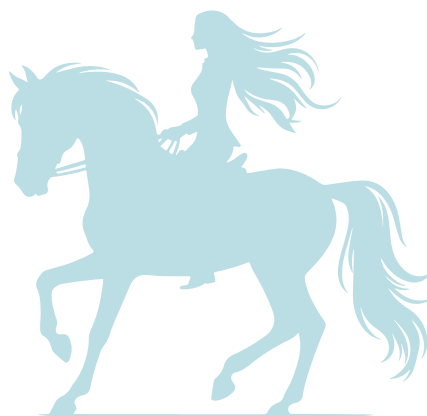


**Quick tip!**



**People buy into brands, not things.**

How can you refine your brand, and give it a voice, a message and a purpose, instead of an ad factory shouting “Buy my stuff now!”



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### Step 2: Calculate Your Costs

You can't price confidently without knowing your numbers. Calculate all your costs, including:

**Materials:** The raw materials used to make your products.

**Labour:** The time you spend making or sourcing your products.

**Packaging and Shipping:** Everything from branded boxes to postage fees.

**Overheads:** Rent, utilities, website costs, and other business expenses.

**Marketing Costs:** Advertising, social media management, and promotional materials.

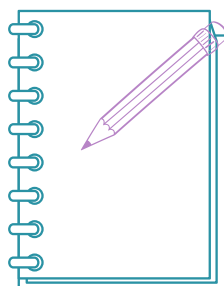
**Misc':** Is there anything else you havent covered? credit card payments? Business loans etc?

#### **Formula:**

Add up your total monthly costs, divide by the number of products you sell in a month, and that's your minimum price per item to break even.

#### **Exercise:**

Use the table on the next page to map out your costs.



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## Step 2: Calculate Your Costs

Category	Description	Estimated Cost (£)
Materials	Raw materials used to create your product	
Labour	Time spent making or sourcing the product	
Packaging	Boxes, wrapping, labels, or branded materials	
Shipping		
Overheads	Rent, utilities, website hosting, insurance, etc.	
Marketing	Social media ads, promotional materials, photoshoots	
Software/Tools	Subscriptions for design, accounting, or production apps	
Miscellaneous	Any other recurring or unexpected costs	
<b>TOTALS</b>	<b>£</b>	

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## **Step 3: Add Your Profit Margin**

Your profit margin is what makes your business sustainable.

This is where you decide how much you want to earn, *beyond just covering costs.*

For handmade or unique products: Aim for a 50-100% profit margin.

For resale products or lower-cost items: Aim for a 30-50% profit margin.

Formula:

(Minimum cost per item) × (1 + desired profit margin percentage) = Selling price

### **Example:**

If your minimum cost is £50, and you want a 50% profit margin:

$$£50 \times (1 + 0.5) = £75$$

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**Quick tip!**



If you want your business to be your full time income, calculate your personal/house hold expenses too. This tells you how much you need to earn each month for your business to sustain you and your family.



# Stop second-guessing your prices

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### Step 4: Research the Market

Knowing what your competitors charge is important, but it's not the only factor.

- **Compare value**, not just price: If your products are higher quality, more unique, or come with better customer service, your prices should reflect that.
- **Understand your target audience:** Are you selling to budget-conscious buyers or premium customers who value craftsmanship and exclusivity?

There's a reason Prada and Hermes sell hand bags for £10,000 while SHEIN sell them for £35! Both have different target audiences.

## There's a lot of things you can compete on beyond price.



### Remember...

- Only one person can be the cheapest in the market and the second cheapest seldom makes money!



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### Step 4: Research the Market

Look at competitors in your market. What do they offer, and how are your products different or better? Write down the specific ways you stand out.

#### Example:

- Competitor's Weakness: "Competitor X uses synthetic materials."
- My USP: "We use high-quality leather for durability and comfort."

#### How My Products Are Better:

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Now think about non-product related aspects of your brand? What makes it different? Maybe your content is dry humoured, down to earth and funny, maybe its a very spiritual brand, maybe you're a bit swearsy and aren't afraid to put curse words in your content.

#### My brand stands out because:

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# Stop second-guessing your prices

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### USP continued

Think about the problems your products solve for your ideal customers. Write down 2-3 key issues they face that your products address.

Do they save time or effort?

Do they improve performance or comfort?

Do they solve a pain point, like poor quality or limited sizing?

#### **Example:**

“Our rugs are designed to reduce rubs and keep horses comfortable in all weather.”

“We offer sizing for every horse, from ponies to drafts.”

Problems My Products Solve:

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What do your customers gain by buying your products? Focus on the transformation or positive outcomes they experience.

- Are your products longer-lasting or better-performing?
- Do they help customers save money in the long run?
- Do they make life easier, safer, or more enjoyable?

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# Stop second-guessing your prices

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### Step 5: Overcome Pricing Anxiety

It's normal to feel nervous about raising your prices or charging more than others in your market. But underpricing can hurt your business more than overpricing.

#### Common Fears and Reframes:

- “What if no one buys?” → “The right customers will value my products and happily pay for them.”
- “Am I charging too much?” → “I’m pricing based on value, not just cost, and my products are worth it.”

#### Exercise:

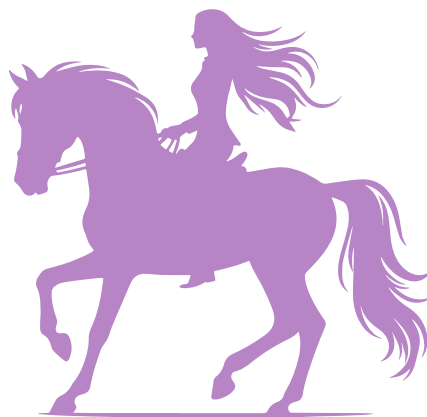
Write down 3 reasons why your products are worth the price you've set.

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### Step 6: Communicate The Value

Customers need to understand why your products are priced the way they are.

Use your website, social media, and packaging to highlight the quality, craftsmanship, and benefits of your products.

Example Phrases:

- “Handcrafted with care using premium materials.”
- “Designed for durability and style—built to last.”
- “Loved by [number] customers for its quality and comfort.”

## It's time to finalise your pricing.

Remember: pricing isn't about being the cheapest option—it's about delivering value and building a sustainable business.

### Your Final Price Formula:

- **Cost of Goods Sold (COGS): £**
- **Profit Margin (e.g., 50%): £**
- **Final Selling Price: £**

How to test your price:

Does this price:

- Cover your costs and desired profit?
- Reflect the value of your product?
- Align with your target audience's expectations?

## If yes, you're ready to go!

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# *Your passion deserves to be profitable*

*Hi, I'm Rhannon Amber*

,and I know what it's like to pour your heart into creating something amazing—only to wonder if you're doing enough to make it truly shine.

As a guest lecturer at leading equine colleges and someone working toward a Master's degree in Neuromarketing, I bring a unique mix of academic expertise, practical strategy, and industry experience to the table. I've worked with countless product-based businesses, helping them build sustainable pricing strategies, connect deeply with their customers, and stand out in crowded markets.



## ***I understand the struggles:***

- Second-guessing your prices.
- Wondering how to stand out in a crowded market.
- Feeling overwhelmed by all the “shoulds” of running a business.

But here's the truth: your products are valuable, and your business can be profitable without overworking, underpricing, or burning out.

## ***What I Believe***

- Pricing isn't about undercutting the competition—it's about reflecting the value you deliver.
- Your customers want more than a product; they want a connection. When you understand their needs and speak directly to them, they'll see your products as the only solution.
- You don't have to do it all. Running a successful business is about working smarter, not harder, and that starts with clarity and confidence.

## ***Why Work With Me?***

I bring a mix of strategy, creativity, and experience to help you:

- Build pricing strategies that feel fair, profitable, and right for your market.
- Highlight what makes your products unique, so you attract customers who truly value them.
- Create sustainable growth with marketing and messaging that connects deeply with your audience.

**Whether you're just starting out or you've made some achievements, hit a plateau and you're ready for the next level, I'm here to guide you every step of the way.**



# *What's next?*

## **Let's make your products unforgettable.**

You've taken the first step toward confidently pricing your products and creating a thriving, sustainable business. Now, it's time to put your insights into action.

### **Here's how I can help you take the next step:**

Need personalised feedback on your pricing or want to fine tune your marketing so no one grumbles at your prices? Want to know how to warm your audience for a product launch and price increase?

Book a Power Hour with me to:

- Review your current pricing strategy.
- Fine-tune your profit margins.
- Ensure your prices align with your products' value and your business goals.

✉ **DM me “Power Hour” or email [rhiannon@equestrianbusinessspecialist.com](mailto:rhiannon@equestrianbusinessspecialist.com) to get started.**

### **Ready for a full business overhaul?**

Let's work together 1-1 to:

- Develop a customised pricing and marketing strategy.
- Highlight your unique selling points (USPs) to stand out in the market.
- Drive consistent sales with a strategy that works for YOUR business.

✉ **DM me “Overhaul” or email [rhiannon@equestrianbusinessspecialist.com](mailto:rhiannon@equestrianbusinessspecialist.com) to get started.**