



Business Builder

Tips & Techniques to Help Your Business Grow

The Law of 7s and 9s

Lowering your prices will not always increase sales, but in certain cases, ending your price in a 7 or 9 will.

Finding the right combination of numbers can have a huge impact on your business. I once conducted a test where we compared the following prices for a downloadable software product: \$97; \$99; \$95

The \$97 price outsold \$99 by a factor of two. No surprise there, right? It's two dollars cheaper. But \$97 also outsold \$95 by a *factor of five!* Yes, a higher price was *five times more popular* than a lower price.

Think about that— by simply adding two dollars to the price, I was able to multiply our sales by 5 times.

The “Law of 7 and 9” is fairly well accepted by most direct marketers, but you should do your own experimentation. Figure out which combination of numbers in your price range will yield the greatest sales.

From *The Irresistible Offer* by Mark Joyner

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