FREE WORKSHEET · THE BRAIN BEHIND SALES & MARKETING

The “It’s Expensive” Sheet

Episode 1
Dr. Rastin Radfar

Five steps to try this week, so your price lands on a brain that already sees the value. Fill it in with one real customer in mind.

1 Remember the last “it’s expensive”

The last customer who heard your price and didn’t buy.

Customer _____ **Date** _____

What they wanted _____ **Price I said** _____

2 How much value did they see before the price?

Tick what you showed them before you said the number.

☐ Nothing, I started with the price ☐ Their problem, explained ☐ Portfolio or past work
☐ A result or before/after ☐ Reviews from customers ☐ A demo or test

What changes for them after buying _____

3 Show value first, then say the price

Three things you will show every customer before you announce the price.

1. _____
2. _____
3. _____

4 Say the price in a simpler way

Write the same price three ways, then pick the one that sounds most natural to this customer.

Total _____ **Per month** _____ **Per day** _____

The way I’ll say it _____

Careful: a small daily number helps with modest prices. For a big yearly cost, the yearly total can sound more honest.

5 Make paying simple and clear

Count the steps between “yes” and “paid”, then remove one.

Steps now _____ **Step I’ll remove** _____

☐ Monthly or installment option ☐ Card / one-tap payment
☐ 2–3 packages to compare (basic, complete, special)

Two-week check

“It’s expensive” in the 2 weeks before: _____ **In the 2 weeks after:** _____