

MODULE 02 PRINTABLE CHECKLIST

Pricing & Profit Math

Know your margin before you take a single payment

Done when

A priced tier with a proven per-envelope margin, stress-tested at 50 and 300 members.

Tick as you go

- ☐ Watch 02.1 — Cost per envelope, line by line (18 min)
- ☐ Watch 02.2 — Postage weight bands (13 min)
- ☐ Watch 02.3 — Tiers: one, two or three? (10 min)
- ☐ Watch 02.4 — Annual plans and prepay (12 min)
- ☐ Watch 02.5 — Break-even and capacity (15 min)
- ☐ Watch 02.6 — Raising prices later (9 min)
- ☐ Fill in the pricing calculator
- ☐ Fill in the cost-per-envelope template
- ☐ Write the module outcome in one sentence
- ☐ Book the next work session in your calendar

Blockers to bring to the next session
