

## MODULE 02 WORKBOOK

# Pricing & Profit Math

*Know your margin before you take a single payment*

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**What you finish with**

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

**How to use this workbook**

Print it, keep it beside your cutting mat, and fill one section in after each lesson. Nothing here needs to be neat — it needs to be decided.

**02.1 Cost per envelope, line by line**

Vinyl, laminate, ink, packaging, mailer, postage, fees and the bits everyone forgets.

Your notes

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The one decision from this lesson

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**02.2 Postage weight bands**

How one extra card can push you into a new band and eat your whole margin.

Your notes

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The one decision from this lesson

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## 02.3 Tiers: one, two or three?

When a second tier grows revenue and when it just doubles your packing day.

Your notes

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The one decision from this lesson

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## 02.4 Annual plans and prepay

Using prepaid annual members to fund your print runs upfront.

Your notes

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The one decision from this lesson

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## 02.5 Break-even and capacity

Find the member count where the club pays you properly — and where it breaks you.

Your notes

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The one decision from this lesson

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## 02.6 Raising prices later

Grandfathering, notice periods and the wording that keeps members calm.

Your notes

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The one decision from this lesson

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## Module review

Write your outcome in your own words. If you can't, go back one lesson.

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Resources used: Pricing calculator, Cost-per-envelope template