

Your Customers WANT to Pay You More — But You're Not Letting Them!



What if the secret to bigger sales was hiding in plain sight?

You're Probably Doing It Right Now

Without realizing it, you're **turning away customers who are ready and willing to pay you MORE...** simply because you haven't given them the option.

It's not that they don't want what you offer.

It's not that your prices are too high.

It's that you're **forcing them into a single decision** when they'd happily choose to spend more if you structured your offer differently.

I didn't believe this at first either.

Then I made one simple change, and my **average sale value shot through the roof.**

Let me show you how it works.

The Pricing Mistake That's Shrinking Your Profits

Most businesses price their offers the **wrong way.**

They assume:

“If my price is too high, people won’t buy.”

“More choices = more sales.”

Both are wrong.

In reality, most customers don’t make buying decisions based purely on price. They decide based on **perceived value**.

And if you’re giving them **too many choices** or **only one option**, you’re making it harder — not easier — for them to buy.

Too many choices? They freeze up and leave.

Just one option? They feel boxed in and hesitate.

So, what’s the fix?

The Simple 3-Tier Strategy That Makes People Spend More

The trick is to **give them choices — but in a way that leads them toward spending more.**

When I realized this, I made a simple tweak to my pricing model.

I went from offering **one option** to offering **three options** *for my workshops*:

Standard – The original offer, nothing fancy.

Advanced – Includes extra value, priced higher.

Premium – The VIP experience with even more perks.

And guess what happened?

People started buying the Advanced and Premium options like crazy.

My average sale value jumped.

I didn't need more customers – I just needed to offer better choices.

This wasn't a fluke. It's psychology.

Why This Works (And How to Make It Work for You)

This method is **so effective** because it does two things:

It gives customers control over their spending. Instead of forcing them into a single yes/no decision, you let them choose what fits them best.

It makes the highest-priced option feel like the best deal. If you structure it right, customers will see the Premium option as a “no-brainer.”

Even my **dentist** does this.

Every time I go in, I’m given **two treatment plans — A or B.** The second option **always includes extra perks, longer-lasting solutions, or premium materials.**

And guess what? Most patients — including me — **choose the more expensive option.**

Not because we’re being upsold.

Not because we were pressured.

Because it made sense.

What to Do Right Now to Increase Your Sales

If you want to **instantly increase your revenue** without finding new customers, here's what to do:

If you only have one pricing option, add a Premium version. Some customers don't want the cheapest option — they want the best. Give it to them.

If you have too many options, cut them down to 2 or 3. Make it easy for customers to make a decision. The more you simplify, the more they'll buy.

Stack your pricing so the highest tier feels like the smartest choice. Include bonuses, exclusivity, or added support to make it an easy "yes."

Bottom Line: Stop Making It Hard for Customers to Pay You More

This **one change** made me more money. Period.

No extra marketing. No extra leads. No extra effort. Just **a better pricing structure.**

Your customers **WANT** to pay you more.

The only question is... **are you going to let them?**

More sales. More freedom. More impact. Make it happen.

Speak soon,



Your Customers WANT to Pay You More — Here's How to Create Products That Make It Happen

If you're still forcing your customers into a single choice, it's **time to fix it.**

Want to go even deeper? If you liked this strategy, you're going to love my guide, "***Prolific Product Creation Mastery.***"

Inside, I'll show you how to:

- consistently **create** digital products that sell,
- how to **stack** your offers,
- and how to **build** a system that increases your revenue — without constantly chasing new customers.

 [Grab your copy here](#)

Here's my personal email address, and feel free to use it if you have any questions or even if you just want to let me know where you're at with your business.

ReggiePatterson4456@gmail.com

Reggie Patterson is an online marketer, digital publisher and blogger...

You can get an idea of why he's been called the *Retirement Rebel Marketer* [By Clicking HERE](#)



You can't sell, give away, copy or distribute this report without my express permission. You can't copy the images or content either. If you need to get in touch with me you can email me at support@reggiepatterson.com