

## Twitter Thread by Guilherme Rizzo



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**Let's talk about defining a price for one-time payment products.**

**When I saw that [@gumroad](#) supported Pay What You Want, I had no doubt that this would be the pricing strategy for CSS Scan.**

**I'd always recommend PWYW with a minimum price instead of a fixed pricing. Why? [...]**

It turns out that some people just value your product more than others!

■ With PWYW you're not only receiving the value that you expected but also donations for a good work.

Plus, with a minimum price, you'll at least earn the same amount you were supposed to if it was fixed.

■ You only need 1 person paying more to already make it worth.

It's not easy, though. CSS Scan started at \$1.99. It was selling like water, so I raised the price to \$2.99, and after that, \$3.99 - in about 3 days.

■ ■ What I didn't expect was that 30% of people were paying more!

I realized that the price could still be higher by looking at the average of the sales prices. E.g., when it was \$3.99, the average price of it was actually at \$4.69!

I left it at \$3.99 for 3 months. Based on the \$4.69 average, 1 week ago I decided to raise it again to \$4.99.

■ Now let's look at the data!

■ Previous conversion rate: 6,5%

■ Current conversion rate: 5,7%

It received 1403 views this month. Doing math:

$(1403 \times 6,5\%) \times 3,99 = \$363$

$(1403 \times 5,7\%) \times 4,99 = \$399$

■ So there's actually a growth in revenue

■■ \$363 to \$399

■ +\$36 or +10% per month

About 30% of the people pay more for CSS Scan.

■ 76 paid more than \$5

■ 63 of it paid \$10 or more

■ 5 of it paid more than 5x the price (\$20)

■ And there's 1 person that was a true angel and paid \$25 when the price was at \$3.99 - that's ~630% more!

Based on the pricing at \$3.99, the countries that PWYW worked more, by average price paid were:

1. ■■ South Africa: \$5,09

2. ■■ Australia: \$5,05

3. ■■ USA: \$4.91

4. ■■ France: \$4,52

5. ■■ Germany: \$4.51

6. ■■ Ireland and ■■ Bulgaria: \$4,49

Nowadays, it's \$4.99 and the average price is at \$5.69 so there may be still space for raising it, but anyway I think it has achieved a fair price. What do you think? Should I raise it? Let me know by replying this thread!

■ Lessons learned:

- PWYW can be a great pricing strategy for one-time payments

- A lot of people are willing to pay more for your work

- I think initially underpricing could work more than overpricing it bc lowering the price after people already paid more it's unfair IMHO

- If you're using PWYW, take a look at the averages to know if you can still raise the price ■

■ That's all for today!

■■ I'm a Brazilian indie maker and If you want to stay updated on my journey, follow me here, I'll launch a new product next month: Beachguide! ■

■ CSS Scan is a browser extension to instantly check or copy the computed CSS of any particular element you hover over.

■■■■ More than 1288 developers are already using it!

■ Check it at:

<https://t.co/qmNzkkHSIk>