

How to Price Your First Digital Product (And Why Most Creators Get It Wrong)

You've built the ebook, the course, the template pack — whatever it is, it's ready. And now you're staring at a blank price field wondering: ₹499? ₹999? ₹2,999?

Most first-time creators do one of two things: they guess low because they're scared no one will buy, or they copy whatever a competitor is charging and hope for the best. Both are mistakes — and both usually cost more money than they save.

Here's the thing nobody tells you upfront: **pricing isn't a number, it's a decision about who you want buying from you.**

Why "just check what others charge" doesn't work

Copying a competitor's price tells you nothing about *why* they charge that. You don't see their audience size, their funnel, what's bundled behind the scenes, or how many people actually convert at that price. You're copying the tip of an iceberg and ignoring everything holding it up.

The real question isn't "what's fair" — it's "what does the buyer believe they're getting"

Two creators can sell what looks like the same 2-hour video course. One prices it at ₹399 and struggles. The other prices it at ₹1,999 and sells out. The difference almost never comes down to content quality — it comes down to how the offer is *positioned* before the price is even shown. Price is read as a signal. Undercharge, and you accidentally signal "this probably isn't that good."

Three traps that quietly kill first-time launches

1. **Underpricing "to test the market."** You're not testing demand — you're training your first buyers to expect a discount forever, and it's brutally hard to raise prices after that.
2. **One price for everyone.** Beginners, serious buyers, and people who want a shortcut are three different audiences with three different willingness-to-pay levels. One flat price leaves money on the table with at least one of them.



3. **Pricing by effort instead of outcome.** "It took me 20 hours to make" means nothing to a buyer. What they're paying for is the transformation or result on the other side — that's what should anchor the number, not your hours.

A quick gut-check before you set a price

- Would a stranger understand the *result* they're getting within 5 seconds of seeing your offer?
- Does your price have any tiering at all, or is it one flat number?
- If you doubled the price tomorrow, could you explain why it's still worth it?

If any of those made you pause — that pause is usually where the real pricing problem is hiding, and it's rarely fixed by just picking a different number.

There's a fuller framework we walk every SELLIXA client through before launch — covering tiering, positioning, and the psychological price points that actually move Indian creator audiences to buy — but that's a conversation, not a blog post.

If you're about to launch your first digital product and don't want to guess your way through pricing, reach out to SELLIXA. We help creators and influencers package, price, and sell digital products the right way, the first time.