

Decoy Construction for Your Offer

⌚ approx. 25 min

Module: The Decoy Effect in Your Offer

Type: worksheet

Task: Write down your two main pricing options, including the price and the three most important features. Design a third option as a decoy that is better on one dimension but worse on the two more important dimensions than your target option. Plot all three options in a simple price-value diagram. Then check whether the decoy feels fair and whether it genuinely steers customers toward the target option.

Work areas

- ☐ Write down your two main pricing options, including the price and the three most important features. Design a third option as a decoy that is better on one dimension but worse on the two more important dimensions than your target option. Plot all three options in a simple price-value diagram. Then check whether the decoy feels fair and whether it genuinely steers customers toward the target option.

1. Could you add a fair decoy to your current offer without putting customer trust at risk?

2. Which of your two main options would be the target option that a decoy should highlight?

3. How would you make sure your decoy is perceived as a helpful guide rather than a manipulation?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.