

OFFER & PRICING KIT. TORN DOWN.

A one-line job statement, a 'not the other kits' fence, an honest PWYW ask and a 90-minute first-session plan.

scottjrjones.gumroad.com, as reviewed Oct 29

Offer & Pricing Kit

Holds

"Price and package one offer so you leave the call with a number + a fence."

Covers that show the result

Rebuilt

Filled Offer Canvas

Calculator: 3 tiers

"Too expensive" script

One name per product, in the bio and on the cards

Rebuilt

One path

Rebuilt

Free checklist

\$19, then \$39

\$79

Price

Rebuilt

Pay what you want until Nov 30, then \$19

"Not the other kits" · "teaching composites, not testimonials" · a 90-minute first session

Holds

Our sketch of the public page, not a screenshot.

“Looking for feedback from anyone who's sold digital downloads, especially on positioning.”

Scott Jones, the maker · Indie Hackers, Sep 12, 2026 · [see the invitation](#)

Gumroad

Reviewed Oct 29

Not seen: sales, traffic, checkout

Demolition order

4 / 4 cracks cleared

Hit 1 · highest impact One abstract cover

1 cover image: abstract blocks and "Price with confidence." The filled Offer Canvas, the tier grid and the HTML calculator are described, never shown.

The page has a single cover image: abstract stacked blocks and "Price with confidence." Everything that proves this isn't "more prompts" is described in text but never shown: the filled example Offer Canvas, the sample tier grid and the offline HTML pricing calculator. Make them the covers. Cover 1: the filled Offer Canvas. Cover 2: the calculator with a sample offer in and three tiers out. Cover 3: one objection script ("too expensive"). A commenter on your thread made the same point about your other two kits: show each kit's result in the screenshots. Here, those screenshots are the whole positioning.

CONDEMNED

Hit 2 The bio and the cards use different names

A buyer comparing them can't match the names. Use one set of names everywhere.

CONDEMNED

Hit 3 A rental calculator in a freelancer store

Put Deal or Pass in its own section, and remove or rename the support item, so a freelancer sees one clear path: free checklist, then \$19, then \$39, then \$79.

CONDEMNED

Hit 4 Give pay-what-you-want an end date

It gives early buyers a reason to act now and puts a deadline on your review push. Post the change as an update on your thread.

CONDEMNED

Four cracks. Four rebuilds. That's what a teardown does to a page.

What still stands

The job is stated in one line: "Price and package one offer so you leave the call with a number + a fence." Right under it, a "Not the other kits" line says what this isn't. That's the overlap problem from your Indie Hackers threads, handled on the page itself.

The pay-what-you-want reason is honest and comes with one clear ask: use it on a real offer, then leave an honest review. The sample tier grid is labelled "teaching composites, not testimonials", which builds trust with exactly the skeptical buyer you describe.

"90-minute first session" tells the buyer what using the kit actually looks like: tear down three alternatives, fill in the Offer Canvas, run the calculator, draft three tiers. The For / Not for list is specific too.

Your next task

Make the filled Offer Canvas image this week, upload it as cover 1, and share the same image (not the link) as a reply wherever freelancers ask "how do I price this?". After 14 days, compare downloads and reviews against the two weeks before.

Case file

Product

[Offer & Pricing Kit](#)

Maker

Scott Jones

Price as reviewed, Oct 29

\$0+ (pay what you want, suggested \$19)

Proof on the page

0 ratings shown

In 30 seconds: **Strength:** A one-line job statement, a 'not the other kits' fence, an honest PWYW ask and a 90-minute first-session plan. **Fix first:** One abstract cover; show the filled Offer Canvas, the calculator and an objection script as covers. **Then:** Match product names between the bio and the cards, separate the rental tool, put an end date on PWYW.

No promises. These are the changes we'd make first, from the public page alone. None guarantees a sale; most first digital products sell modestly or not at all, and traffic matters as much as the page. Are you the maker and want this taken down or updated? Tell us through our [contact form](#) (topic "Other") and we'll do it the same day.

YOUR PAGE HAS CRACKS TOO.

You can't see them from inside. We can. Send the link and get a written teardown with a prioritized fix list, by email within 2 business days.

Launch Teardown: \$97 →

No calls. Every review comes back in writing.

first sale, on purpose.

revenue operator

A playbook, free tools and written reviews for your first digital product. No calls, no hype.

Products

The Pack

Teardowns

Guided Build

Free

Free tools

Etsy fee calculator

Guides

Free 6-page guide

Company

About

Build log

Contact

hello@getrevenueoperator.com