

The Single-Topic Offer, Specified and Priced

INTERNAL · exactly what is in it, exactly what it costs, and how to settle the price for nothing

MKT-06 settled who the competition are. It never actually said what the product IS. This does, using abrasive wheels as the worked example. Every other topic is the same ten documents with different content.

1. What they are buying

Ten documents that take a firm from nothing to a defensible position on one hazard, for unlimited staff, permanently. This is the whole evidence chain, which is precisely what neither a free template nor a £12 video gives them.

Ref	Document	Why it has to be in there
AW-00	Implementation guide	What the law actually requires, and the order to do it in. Without this they buy documents and do nothing.
AW-01	Abrasive wheels risk assessment	Wheel burst, ejection, entanglement, vibration, dust and silica, noise, sparks and fire, eye injury. The document an inspector asks for first.
AW-02	Safe system of work	Storage, handling, ring test, mounting, spindle speed check, guarding, work rest gap, dressing, PPE. The how.
AW-03	Wheel inspection and maintenance record	PUWER regulation 6. Pre-use checks and periodic inspection, with the record to keep.
AW-04	Training delivery pack	The content to actually deliver in house. THIS is the part train-the-trainer sells for £295.
AW-05	Theory test — candidate paper	Blank. Answers handwritten. Never pre-printed.
AW-05a	Theory test — assessor answer key	Separate document. NEVER published online.
AW-06	Practical assessment record	On their machine, on their site. This is the familiarisation stage the video cannot do.
AW-07	Written authorisation	PUWER regulation 9. Names the person and the equipment. The single document most firms are missing.
AW-08	Toolbox talk and attendance sheet	Ongoing evidence, and the cheapest thing they can show an auditor.
AW-09	Register and refresher tracker	Who is authorised, on what, expiring when. Turns a one-off into a system.

Note AW-04, AW-06 and AW-07. Those three are the answer to 'why not just buy the £12 course'. The course cannot deliver in-house training, cannot assess anyone on their own machine, and cannot authorise anybody. Sell those three lines, not the document count.

2. The price point — and I now think £49 is too low

Business buyers solving a legal problem are not price sensitive below the approval threshold. Anything under about £100 goes on a card without asking anyone. So the range £49 to £99 costs the same in friction, and it does not cost the same in revenue.

Pack price	Relative conversion*	Pack revenue	Plus certificates	TOTAL index	Customers
£29	1.18	3,422	5,098	8,520	118
£49	1.00	4,900	4,320	9,220	100
£79	0.82	6,478	3,542	10,020 BEST	82
£99	0.68	6,732	2,938	9,670	68
£149	0.45	6,705	1,944	8,649	45
£199	0.34	6,766	1,469	8,235	34

* These elasticities are MY ASSUMPTIONS, not measured. The shape is reliable, the exact numbers are not. Section 4 tells you how to replace them with real ones.

£79 is revenue-optimal, and there is a second reason to prefer it. We established the addressable market is 413,580 firms with years of runway. When the list is effectively unlimited, you price for revenue per customer, not for customer count. Customer count only wins when you are running out of people to sell to, and you are not.

At £79 a ten-person firm still pays a third of median e-learning, and a third of the cheapest train-the-trainer in the country. The pitch does not weaken at all.

3. The micro-firm trap

One thing to watch. The certificate add-on breaks the value proposition for very small firms. Figures below are at a £49 pack.

Staff	Pack only, per head	Pack + certificates, per head	Median e-learning	Verdict
2	£24.50	£39.50	£24.60	Certificates LOSE
3	£16.33	£31.33	£24.60	Certificates LOSE
5	£9.80	£24.80	£24.60	Line ball
8	£6.12	£21.12	£24.60	Certificates fine
10	£4.90	£16.90	£24.60	Certificates fine
25	£1.96	£11.96	£24.60	Certificates fine

Under about five staff, sell the pack only and do not offer certificates. Certificates are for firms who need to show a third party, and that correlates with size anyway.

And be honest about what raising the pack price does at the very bottom. At £49 the pack beats median e-learning from one person upwards. **At £79 the break-even is 3.2 staff**, so a one, two or three-person outfit is genuinely better off buying two or three video courses. That is a real cost of pricing at £79 and it is worth paying: firms that small rarely buy compliance at all, and there are 413,580 above them. But do not aim the £79 campaign at sole operators, and do not claim to beat e-learning on price without saying 'for a team'.

4. Settle the price for nothing

Do not take my elasticity assumptions on trust. The stone fabricator list is 1,800 names and you are sending to it anyway. Split it.

Arm	Emails	Replies at 6%	Buyers	Revenue
£49	900	54	11.9	£582
£79	900	54	9.7	£768

Whichever arm earns more is the price. It costs nothing but the sending you had planned, and it replaces every assumption in section 2 with a measured number. Do this before committing to a price on the website.

Count the buyers, not the replies, and count them where the replies get filed.

5. The full offer for one topic

	Product	Price	Note
FREE	Five-minute self-check	£0	Lead magnet. Captures the email and scores their gap. Already built for yards, same pattern per topic.
CORE	The pack, unlimited staff	£79	Ten documents. Test against £49 first.
ADD-ON	Verified certificate	£15 / £12 / £10 per head	1-9 / 10-24 / 25+. Do not offer below about five staff.
BUNDLE	Any four topics	£199	Against £316 for four singles. A 37% saving.
BUNDLE	Full sector pack	£449	Against roughly £790 for ten singles. A 43% saving.
PREMIUM	On-site assessment day	£195 per operator	Minimum four = £780.

Bundle prices moved up with the core price so the saving still reads properly. If the split test says £49, drop the bundles back to £149 and £349.

What a firm actually pays

Staff	What they buy	Total	Per head	Median e-learning	Saving
3	Pack only	£79	£26.33	£74	none — e-learning wins by £5
10	Pack + 10 certificates	£199	£19.90	£246	£47
25	Pack + 25 certificates	£329	£13.16	£615	£286
60	Pack + 60 certificates	£679	£11.32	£1,476	£797

The saving column is the pitch, and it only starts working at about five staff. Target accordingly.

6. What one topic earns

Per 1,000 tailored emails on a single-topic campaign, at £49 so the figures stay conservative:

Line	Volume	Revenue
Replies at 6%	60	
Pack sales, 22% of repliers	13.2	£647
Certificates, 40% attach, 9 heads average	5.3 firms	£570
Upgrade to a four-pack, 12%	1.6	£158
Upgrade to a sector pack, 5%	0.7	£198
Books a site day, 3%	0.4	£309
TOTAL PER 1,000		£1,882
Lifetime value per pack buyer		£143

At 8,000 emails a month on ONE topic that is £15,059 a month, £180,703 a year, or £90,351 on the conservative half. From one hazard. There are fifteen of them, and the same firm can buy several.

That is the argument for unbundling in a single sentence: abrasive wheels alone, sold properly, is a bigger business than the entire sector-pack model was.

7. Do this next

- Build the abrasive wheels pack to the ten-document spec in section 1. Most of it exists in CON-05 already.
- Build the free abrasive wheels self-check on the same pattern as the yard one.
- Split the stone list and settle the price before the website says a number.
- Then banksman, then silica, then HAVS. Four topics covers most of the market's pain.
- Keep AW-05a, the answer key, out of the portal. The block list already enforces it and it stays enforced.