
THE 1-HOUR-A WEEK PRICING CHECKLIST



2025

WHAT IT IS

A practical weekly workflow that helps lean teams tackle pricing one small step at a time. Designed for founders, GTM leads, and operators, it fits into your existing operations without needing new tools, new hires, or massive time investments.

WHY ITS HELPFUL

Instead of launching a huge pricing overhaul, this checklist builds weekly habits that drive compounding improvements. It helps you uncover revenue gaps, surface deal friction, and tighten pricing strategy – all with just one hour a week.

HOW TO USE IT

- Assign a weekly pricing owner (you, a RevOps lead, or product/marketing head).
- Drop this into your weekly ops meeting or run it async via Slack or Notion.
- Focus on momentum, not perfection – just moving one checklist item forward each week compounds into faster sales cycles, better LTV, and tighter team alignment.

CHECKLIST

MONDAY: 15 MINUTES — PRICE LOG UPDATE

- Capture pricing decisions or changes from the past week
- Log customer feedback or internal pricing questions
- Use: Price Log Worksheet

TUESDAY: 15 MINUTES — MINI EXPERIMENT PLANNING

- Review if your top 3 value drivers are reinforced in sales and product
- Flag any gaps in messaging or packaging
- Use: Value Driver Worksheet

WEDNESDAY: 10 MINUTES — VALUE SIGNAL CHECK

- Identify 1 small pricing experiment (e.g., framing change, discount A/B)
- Decide on success metric and ownership
- Use: Pricing Experiment Sprint Planner

THURSDAY: 10 MINUTES — COMPETITIVE PULSE

- Quick scan of 1-2 competitors' pricing or offer updates
- Ask: Are we differentiating or drifting?
- Use: Competitive Positioning Worksheet

FRIDAY: 10 MINUTES – WHAT WORKED / WHAT BROKE

- Quick huddle: What friction, confusion, or surprise came up in pricing?
- Log insights for future retros and adjustments
- Use: Pricing Retrospective Template

TOTAL TIME: 60 MINUTES

TOTAL IMPACT: ONGOING LEARNING, REVENUE LIFT, INTERNAL CLARITY

NEXT STEPS

- Drop this checklist into your next weekly team meeting
- Assign one person to own "pricing hour" each week
- Not sure what to prioritize first? Book a 30-minute call with HelloAdvisr to review your pricing workflow and identify your highest-leverage move.

CONTACT HELLOADVISR FOR A CONSULTATION

ABOUT HELLOADVISR

Accelerate transformational value creation to \$10M and beyond.

HelloAdvisr is a growth consultancy that helps high-growth companies unlock revenue and profit through smarter pricing and go-to-market strategies. Founded by Ed Lee, HelloAdvisr partners with innovative leaders to turn pricing into a competitive advantage using proven systems like the proprietary *Pricing Multiplier System*, a system designed for companies to assess, design, and scale pricing for growth. Through its *Pricing Architect* platform, HelloAdvisr provides hands-on support to build custom pricing strategies that align with business goals, customer value, and market dynamics.

Since 2017, HelloAdvisr has worked globally with companies across sectors—including consumer brands, retail/ecommerce, health and wellness, SaaS, education, and speciality agencies. Investor-backed companies had a combined valuation over \$1B. HelloAdvisr also collaborates with leading investors including 500 Global and Antler.

Learn more about how HelloAdvisr can support your pricing journey at helloadvisr.com.

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