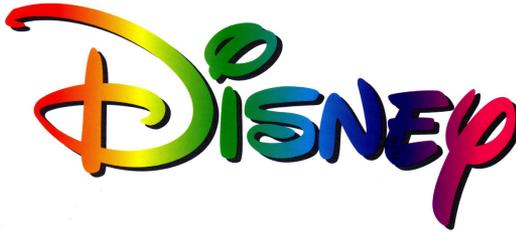


Chapter 1



Disney

Disney is a very smart company that thinks through their marketing and promotion strategies very carefully. This lesson is about the way they present their pricing for theme park tickets at Walt Disney World in Florida.

Take a look at this chart, below. What you see here is a reflection of what you'll also see at the ticket booth:

**The more you *play*,
the less you *pay* per day!**

\$30 ^{per day} per day with a 7-Day Magic Your Way Base Ticket.

	First Pick your days		Then Pick your options		
	Magic Your Way Base Ticket	Park Hopper SM Option	Water Park Fun & More SM Option	No Expiration Option	
	Ages 10+	Ages 3+	\$500 (based on the number of days)	\$500 (based on the number of days)	
7-Day	\$910 (\$130 per day)	\$173 (\$24.71 per day)	\$45	\$50 (\$7.14 per day)	\$90
6-Day	\$908 (\$151.33 per day)	\$171 (\$28.50 per day)	\$45	\$50 (\$8.33 per day)	\$60
5-Day	\$906 (\$181.20 per day)	\$169 (\$33.80 per day)	\$45	\$50 (\$10.00 per day)	\$55
4-Day	\$905 (\$226.25 per day)	\$168 (\$42.00 per day)	\$45	\$50 (\$12.50 per day)	\$40
3-Day	\$199 (\$66.33 per day)	\$160 (\$53.33 per day)	\$45	\$50 (\$16.67 per day)	\$15
2-Day	\$132 (\$66.00 per day)	\$110 (\$55.00 per day)	\$45	\$50 (\$25.00 per day)	\$10
1-Day	\$67	\$56	\$45	\$50 (\$50.00 per day)	N/A

Theme Park tickets and options must be used within 14 days of first use unless the No Expiration Option is purchased. These are prices available at Walt Disney WorldSM ticket booths and do not include tax. All tickets and options are non-transferable.

Purchase your tickets today at your hotel Guest Services or wherever Disney Tickets are sold.

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First, notice the headline, it conditions us for what we're about to consider:

“The more you play, the less you pay, per day”

Very clever - it has a positive connotation despite referencing the topic of price.

Then we see the sub-heading:

**“\$30 plus tax per day with a 7 day
‘Magic Your Way’ base ticket.”**

This immediately confronts (and destroys) the widespread belief that visiting a Disney theme park will be a wallet-busting experience.

Next, notice how the **most expensive** pricing options are stated first, at the *top* of the chart. It doesn't start with the one-day price, it starts with the seven day price, and they've even helpfully circled the top price to draw our attention to it. The obvious question is, why would they do that? Surely it would better to “hide” the higher prices at the bottom? Conventional marketers might think so, but remember that Disney are masters at marketing, so there's a lot more to this, based on what they know of human psychology.

Arranging the pricing in this way nicely accomplishes two important things. By drawing our attention to the premium price option first, it's made to seem like the **default** option that most people choose. In other words, knowing that people read from left to right, top to bottom, the placement of the most expensive ticket option forces the visitor to subconsciously *consider* the premium price option first as the ‘default’ choice. It subconsciously says,

"here's what most people choose." If Disney were to bury the premium option down at the bottom of the list, fewer people would consider it, because it would be seen as a less popular choice. Interesting, isn't it?

There's another benefit to stating the most expensive option *first*. The natural comparison between the first high price option and the one day ticket price makes the one day look like a bargain. If someone knows that they can only spend one day in the park, they'll feel better about the price because of the comparison with the larger number!

I'll explain this further, because there's some interesting psychology behind it.

When you compare a large number with a small number, stating the large number first makes the smaller number seem smaller.

Look at this example:

\$45,329.00

\$97

The actual numbers are irrelevant, it's simply the fact that you compare a large number with a small number that introduces the effect of making the smaller number feel smaller. So in this case, when you see these two numbers together, the \$97 amount subconsciously feels less than if you'd just seen the \$97 on its own. Can you get your head around that? It's odd, isn't it?

So if a sales or marketing brochure features or starts with a price of \$67, that amount would seem higher than if they had *started* with a high price and worked down to the lower price options.

And so back to the example from Disney, as you scan the price column, the amount starts high, and gets lower and lower as you get down to the one day option.

How to Use This Lesson In Your Business

Consider adjusting your pricing to present your *premium* priced product or service *first*. It will appear to be the default option, the one that most people go for. As a result, many more people will choose it, because it seems to be the ‘standard’ choice. It will also make your lower price offerings seem better value, in context.

Remember, people generally follow the crowd in making decisions. When presented with options, they naturally look for clues to guide them about which option to select.

This is very smart marketing by Disney, and sadly most small business owners will probably overlook this gem when glancing at their pricing brochure.

When reading marketing materials from a consistently successful company, always ask yourself ‘why are they presenting the information in this way?’ See if you can see patterns or clues that you can model.