Systems for the Strategic Self

Your price is never experienced as a naked number. Buyers compare it with what came before, what sits beside it, what they expect to gain, and what they fear losing. Founders do the same, often bringing guilt, anxiety, and borrowed competitor logic into the moment they name a price.

The Pricing Mind turns behavioral economics into an ethical pricing-design practice. Its five-part PRICE framework explains how perception, reference points, systematic biases, context, and anticipated ownership shape whether an offer feels expensive, fair, confusing, or easy to choose.

You will learn to:

- Separate the economic price from the experience the buyer is actually evaluating.
- Identify anchors and reference frames before they silently set the comparison.
- Design tiers that clarify trade-offs instead of manufacturing a decoy.
- Use context, sequencing, and packaging without hiding material information.
- Recognize when discounts train buyers to wait or weaken the value story.
- Test pricing architecture with evidence rather than copying a competitor's page.
- Hold an anti-manipulation boundary while still designing for commercial clarity.
- Build a review cadence for raising, retiring, or restructuring prices.

The result is a practical operating layer: a perception map, reference-frame audit, tier architecture, discount policy, buyer-language test, and pricing decision record.

This is not a formula for discovering one objectively correct number. It is not a catalogue of dark patterns. It is for founders, product leaders, and independent operators who want to understand how buyers experience price, design that experience honestly, and make commercial decisions they can explain without apology.

Len P. van der Hof, MSc

He builds operating systems for the strategic self. Treats entrepreneurship, AI and machine learning, marketing, philosophy, psychology, and health optimization as one engineering problem. MSc in Strategic Entrepreneurship, Rotterdam School of Management, Erasmus University.

Len P. van der Hof **The Pricing Mind**

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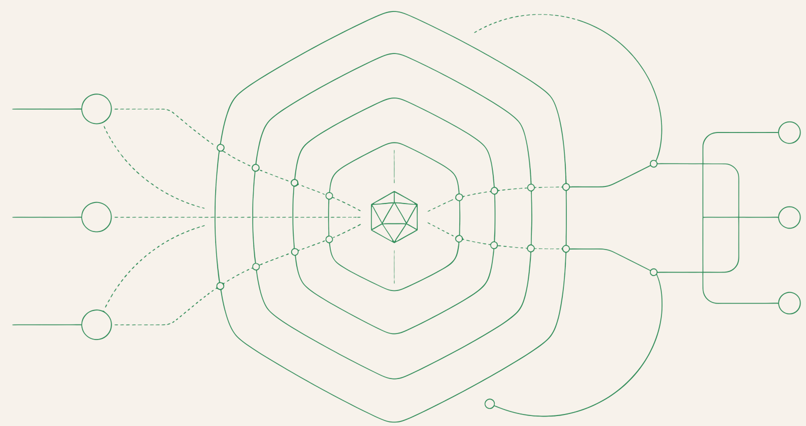
The *Pricing* Mind

Behavioral Economics of Price: How Buyers Experience Value and How to Design That Experience



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