



LEMON SEED WORKBOOK

***TO BE USED IN RELATION WITH THE LEMON SEED CONTENT**

CHANGE THE GAME:
RETHINKING PRICING AND STRATEGY THROUGH GAME THEORY



HTTPS://WELLPALCREATIVE.COM



wellpalcreative.com

Helping build brands as instruments. not ornaments.



ICK PIG (EXTENDED VERSION) - [WELLPAL #2]

In a pig, represent, making metaphorical changes to a flawed product or business, why need to become a pig?



DINOSAUR - [WELLPAL SEED #1]

Other dinosaur or how dinosaur, business plans, with product, can survive without marketing, why do it go like others?



MARATHON VS. SPRINT - [WELLPAL SEED #1]

Challenging the norm, we explore if success truly begins on venture capital, the accelerator for rapid business growth.

Welcome,

To to another WPC DIY workbook

Use this in combination with the insights of the following lemon seed:

Open Source Branding: Changing the Game

 <https://wellpalcreative.com/gametheory/>

THE FOLLOWING SET OF EXERCISES IS DESIGNED TO HELP YOU APPLY THE INSIGHTS FROM OUR LEMON SEED BLOG POST TO YOUR OWN BRAND OR BUSINESS AS PART OF OUR DIY SERIES TO HELP MORE PEOPLE THINK OF THEIR BRAND AS AN INSTRUMENT EVEN WHEN ON A BUDGET OR IDEA STAGE.

BY ENGAGING WITH THESE THOUGHT-PROVOKING ACTIVITIES, YOU'LL BE ABLE TO:

- Unearth deeper insights into your current pricing mindset and approach
- Identify new ways to build and share value across your ecosystem
- Explore strategic opportunities in market dynamics and competitive positioning
- Develop flexible frameworks that adapt to evolving customer needs and business goals
- Strengthen your organization's alignment and confidence in pricing decisions

Each activity is crafted to encourage meaningful reflection and practical application. As you work through these exercises, you'll generate actionable ideas that help transform your pricing from a numbers game into a strategic, collaborative advantage.

Remember, there are no right or wrong answers here. The aim is to spark creativity, challenge assumptions, and inspire approaches that fit your unique brand values and objectives.





CHANGING THE GAME


RETHINKING PRICING AND STRATEGY THROUGH
GAME THEORY

Branding Lessons


These lessons are crafted to translate strategic insights into practical brand actions. Each exercise helps you strengthen your brand’s alignment with pricing strategy and market positioning. Use them to build a resilient, value-driven brand that thrives in dynamic markets.

EXPLORE SOME OF THE KEY ASPECTS WITH YOUR TEAM INTERNALLY:

1. DIAGNOSE YOUR DEFAULT GAME




DIAGNOSING YOUR DEFAULT PRICING MINDSET REVEALS LIMITING BELIEFS AND MISALIGNMENTS, PROVIDING A CLEAR STARTING POINT TO RESHAPE YOUR BRAND’S COMPETITIVE STRATEGY FOR GREATER MARKET IMPACT.




FOR BRANDS, THIS COULD MEAN:

- COMPLETE A SHORT DIAGNOSTIC EXERCISE TO IDENTIFY WHICH OF THE FLAWED PREMISES CURRENTLY COLOR YOUR BRAND’S PRICING AND COMPETITIVE MINDSET.
- UNDERSTANDING YOUR STARTING POINT IS CRUCIAL BEFORE YOU CAN MAP A BETTER PATH.

2. BUILD YOUR VALUE-SHARING FRAMEWORK



DRIVE SUSTAINED GROWTH BY BUILDING A PRICING FRAMEWORK THAT ADAPTS STRATEGICALLY TO MARKET SHIFTS WHILE REINFORCING YOUR BRAND’S COMPETITIVE ADVANTAGE.



FOR BRANDS, THIS COULD MEAN:

- WORK THROUGH A SIMPLE TWO-STEP PROCESS: CHOOSE THE PERCENTAGE OF VALUE TO REINVEST IN CUSTOMER SUCCESS,
- THEN EXTEND THAT INTO A STAKEHOLDER-WIDE PHILOSOPHY GUIDING HOW YOU SHARE VALUE WITH CUSTOMERS, PARTNERS, AND EMPLOYEES.



OUR OWN REFLECTION ON THE LESSON

LESSON 1 REFLECTION

LESSON 2 REFLECTION



3. BUILD A DYNAMIC PRICING FRAMEWORK



DRIVE SUSTAINED GROWTH THROUGH CREATING LASTING COMPETITIVE ADVANTAGE.



FOR BRANDS, THIS COULD MEAN:

- DESIGN A FLEXIBLE PRICING FRAMEWORK THAT CAN EVOLVE WITH CHANGING MARKET CONDITIONS AND CUSTOMER NEEDS.
- INCLUDE RULES FOR PRICE ADJUSTMENTS, BUNDLING, AND CUSTOMER INCENTIVES THAT SUPPORT YOUR BROADER BRAND STRATEGY.

4. STRATEGIC PRICING GAME AUDIT



LEVERAGING A STRATEGIC PRICING GAME AUDIT HELPS YOUR BRAND IDENTIFY ALIGNMENT GAPS AND OPPORTUNITIES, ENABLING TARGETED IMPROVEMENTS THAT BOOST MARKET POSITIONING AND LONG-TERM GROWTH



FOR BRANDS, THIS COULD MEAN:

- USE A GUIDED WORKSHEET TO EVALUATE YOUR BRAND'S FIT WITH EACH OF THE SEVEN PRICING GAMES.
- DETERMINE WHERE STRENGTH AND MISALIGNMENT EXIST FOR TARGETED IMPROVEMENT.

OUR OWN REFLECTION ON THE LESSON

LESSON 3 REFLECTION

LESSON 4 REFLECTION



5. VALUE NET EXPANSION PLAN



DEVELOPING A VALUE NET EXPANSION PLAN HELPS YOUR BRAND UNLOCK NEW COLLABORATIVE AND COMPETITIVE OPPORTUNITIES, DRIVING GROWTH, INNOVATION, AND STRONGER MARKET POSITIONING

FOR BRANDS, THIS COULD MEAN:



- DEVELOP AN ACTION PLAN TO ENGAGE NEW PLAYERS OR DEEPEN RELATIONSHIPS WITHIN YOUR VALUE NET,
- SET SPECIFIC GOALS FOR COLLABORATION OR COMPETITIVE ADVANTAGE.

6. BUILD YOUR VALUE LADDER



BUILDING YOUR VALUE LADDER HELPS YOUR BRAND SYSTEMATICALLY CAPTURE AND COMMUNICATE INCREASING VALUE, STRENGTHENING CUSTOMER LOYALTY AND ENABLING PREMIUM PRICING.

FOR BRANDS, THIS COULD MEAN:



- CREATE A STRUCTURED TEMPLATE (OR ACCESS OUR FIGMA TEMPLATE) TO IDENTIFY AND CATEGORIZE SUBSTITUTE AND USAGE VALUES.
- INCLUDE METRICS AND EMOTIONAL DRIVERS.
- THIS LADDER BECOMES A CORNERSTONE FOR PRICING AND BRAND COMMUNICATION.

OUR OWN REFLECTION ON THE LESSON

LESSON 5 REFLECTION

LESSON 6 REFLECTION



7. JTBD FUNDAMENTALS APPLICATION



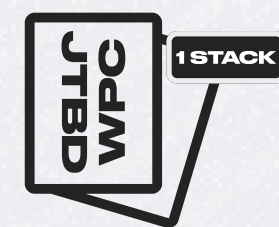
APPLYING THE JOBS TO BE DONE FRAMEWORK DEEPENS YOUR BRAND’S UNDERSTANDING OF REAL CUSTOMER NEEDS, DRIVING PRODUCT-MARKET FIT, VALUE ARTICULATION, AND PRICING STRATEGY GROUNDED IN WHAT CUSTOMERS TRULY SEEK TO ACCOMPLISH.

FOR BRANDS, THIS COULD MEAN:



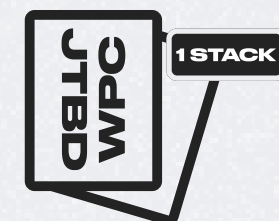
- GAIN A FOUNDATIONAL UNDERSTANDING OF THE JOBS TO BE DONE (JTBD) FRAMEWORK TO ENHANCE YOUR BRAND’S VALUE ARTICULATION AND CUSTOMER INSIGHTS.
- START BY DOWNLOADING **TWO FREE RESOURCES** AVAILABLE TO REGISTERED USERS IN THE LEMONADE STAND: THE JTBD CARD DECK AND THE SOLUTION BUILDER CARD. THESE CARDS OFFER A STRUCTURED, GAMIFIED WAY TO DISSECT CUSTOMER MOTIVATIONS AND SOLUTION FIT.

JTBD CARD DECK INCLUDES FOUR TYPES OF CARDS:



- JOB PERFORMER (WHO): IDENTIFY THE TOP 3 PEOPLE EXECUTING THE JOB.
- JOB TO BE DONE (WHAT): DEFINE WHAT THE JOB IS, INDEPENDENTLY OF YOUR SOLUTION.
- PROCESS (HOW): DESCRIBE THE STEPS THE JOB PERFORMER TAKES CURRENTLY.
- NEEDS (WHY): UNDERSTAND WHAT SUCCESS LOOKS LIKE, INCLUDING MEASURABLE DESIRED OUTCOMES.

SOLUTION BUILDER CARD HELPS YOU GENERATE POTENTIAL SOLUTIONS BASED ON JTBD INSIGHTS BY MAPPING:



- SOLUTION NAME/DESCRIPTION,
- PAIN POINTS ADDRESSED (PAIN RELIEF),
- BENEFITS PROVIDED (GAIN CREATION).

PRACTICAL EXAMPLE:

Use the JTBD cards in a team workshop to outline who uses your product or service, what jobs they’re trying to get done, how they currently do it, and their unmet needs.

Then, with the Solution Builder Card, brainstorm and prioritize solutions that relieve pain points and create gains directly linking back to your Value Ladder for better product-market fit and pricing justification.

This approach grounds your pricing in real customer jobs and desired outcomes, ensuring your value ladder and strategy resonate deeply with the people you serve, without needing upfront investment in our course.



OUR OWN REFLECTION ON THE LESSON

LESSON 7 REFLECTION

8. BUILD YOUR PRICING MODEL BLUEPRINT



CREATING YOUR PRICING MODEL BLUEPRINT ALIGNS YOUR PRICING ARCHITECTURE WITH CUSTOMER BENEFITS AND COMPETITIVE ADVANTAGE, ENABLING CONSISTENT EXECUTION AND OPTIMIZED PROFITABILITY.



FOR BRANDS, THIS COULD MEAN:

- USE A GUIDED TEMPLATE TO MAP YOUR PRICING FOUNDATION COMPRISING PRICING UNITS, OFFER STRUCTURES, AND PRICING MECHANISMS.
- CONNECT EACH CHOICE TO CUSTOMER BENEFIT AND COMPETITIVE ADVANTAGE.

9. ANALYZE AND INNOVATE YOUR PRICING ARCHITECTURE



ANALYZING AND INNOVATING YOUR PRICING ARCHITECTURE UNCOVERS NEW LEVERS TO ENHANCE VALUE CAPTURE AND BRAND POSITIONING, DRIVING STRONGER GROWTH AND CUSTOMER ENGAGEMENT.



FOR BRANDS, THIS COULD MEAN:

- REVIEW YOUR EXISTING PRICING SETUP AGAINST THE STRATEGIC LEVERS OF BUNDLING, NEGOTIATION, AND DYNAMIC PRICING.
- IDENTIFY OPPORTUNITIES TO INNOVATE AND TEST IMPROVEMENTS THAT CREATE STRONGER VALUE CAPTURE AND BRAND SIGNAL.

OUR OWN REFLECTION ON THE LESSON

LESSON 8 REFLECTION

LESSON 9 REFLECTION



10. MAP YOUR PRICING PLAYERS AND POLITICS



MAPPING YOUR PRICING STAKEHOLDERS AND THEIR INFLUENCE UNCOVERS POTENTIAL RESISTANCE AND ALIGNMENT OPPORTUNITIES, ENABLING SMOOTHER DECISION-MAKING AND STRONGER ORGANIZATIONAL BUY-IN.

FOR BRANDS, THIS COULD MEAN:



- CREATE A STAKEHOLDER MAP HIGHLIGHTING PLAYERS, ROLES, AND INFLUENCE ON THE PRICING “GAME.”
- IDENTIFY POTENTIAL RESISTANCE POINTS AND OPPORTUNITIES FOR ALIGNMENT.

11. FOSTER CROSS-FUNCTIONAL PRICING ALIGNMENT



FOSTERING CROSS-FUNCTIONAL PRICING ALIGNMENT CREATES UNIFIED EXECUTION, REDUCES FRICTION, AND ENSURES YOUR PRICING STRATEGY DRIVES CONSISTENT VALUE ACROSS THE ENTIRE ORGANIZATION.

FOR BRANDS, THIS COULD MEAN:



- ESTABLISH GOVERNANCE MECHANISMS LIKE JOINT PRICING FORUMS OR WORKING GROUPS.
- DEVELOP CONSISTENT TRAINING AND TRANSPARENT COMMUNICATION CHANNELS TO SUSTAIN ALIGNMENT AND EXECUTE PRICING STRATEGY EFFECTIVELY.

OUR OWN REFLECTION ON THE LESSON

LESSON 10 REFLECTION

LESSON 11 REFLECTION



THE END

... FOR NOW

See you in the next one

IF THIS DEEP DIVE INTO HAS SPARKED YOUR INTEREST IN EVOLVING YOUR OWN BRAND, WPC IS HERE TO HELP. OUR COMPREHENSIVE SOLUTION SUITE IS DESIGNED TO GUIDE YOU THROUGH EVERY STAGE OF BRAND DEVELOPMENT AND EVOLUTION.

LEMONADE STAND

<https://wellpalcreative.com/the-lemonade-stand/>

WELLPAL IDEATION & PROTOTYPING (WIP)™

- Start-ups & Entrepreneurs
- Small to Medium Enterprises (SME)
- Creative Agencies & Freelancers
- Business Consultants & Brand Managers
- Educational Institutions

“ WHERE IDEAS MEET REALITY ”

Ever had a brilliant idea that felt so close yet so far from reality? That's where we step in. WellPal Ideation & Prototyping (WIP)™ is not just about throwing ideas at the wall to see what sticks. It's about crafting those eureka moments into something you can touch, see, and feel.

WELLPAL BRAND NAVIGATOR™

- Emerging Start-ups & Entrepreneurs
- Established businesses
- Growth oriented companies
- Innovative leaders
- Looking to bring clarity in the clutter

“ BRAND INTO INSTRUMENT ”

Navigating the intricate world of brand building requires a lucid and concentrated approach. My approach, rooted in design-driven innovation and the WPC Brand Blueprint, coupled with a profound understanding of the entrepreneurial path, assists my clients in maneuvering certain complexities.

WELLPAL BRAND EVOLUTION SUITE™

- Outdated Brand Identity
- Stagnant Businesses
- Experiencing a lack of differentiation
- Ineffective marketing focused companies
- Those looking to pivot (Market Shifts)

“ TRANSFORM AND THRIVE ”

In a world that never stops changing, standing still isn't a strategy. Welcome to the WellPal Brand Evolution Suite™, where we explore the potential of your brand's evolution together. This suite is designed for brands at a crossroads, contemplating a fresh direction. It's not about change for its own sake, but about thoughtful evolution.

WELLPAL SIGNATURE VISUALS & DESIGN

- Cohesive visual brand identity design
- Packaging Design
- UI Design & Development (Web + App)
- GFX Design
- Concept Design

“ VALUES INTO VISUALS ”

For brands seeking to stand out visually, my approach goes deeper than mere aesthetics. We focus on crafting visuals that capture the very essence of your brand, making every interaction purposeful. This isn't about producing just 'pretty pictures'; it's about creating a visual language that truly resonates with your audience and brand.

At WPC, we believe in crafting brands that are more than just aesthetically pleasing – we create instruments of change and growth.

Whether you're starting from scratch or looking to evolve your existing brand, our team is ready to help you navigate the complex landscape of modern branding.

READY TO TAKE THE NEXT STEP IN YOUR BRAND JOURNEY?

CONTACT US TODAY TO EXPLORE HOW WPC CAN HELP YOU BUILD A BRAND THAT TRULY RESONATES IN TODAY'S DYNAMIC MARKETPLACE.

MENTS & WELLPAL HELPING

Get in touch!

OFFICIAL WEBSITE

www.wellpalcreative.com/home

LEARN AT YOUR OWN PACE (COURSE)

<https://wellpalcreative.com/lemonade-stand/jtbd-11/>

CONTACT INFO

sai@wellpalcreative.com

sai_wellpal

SOCIALS

<https://www.youtube.com/c/WellPalCreative>

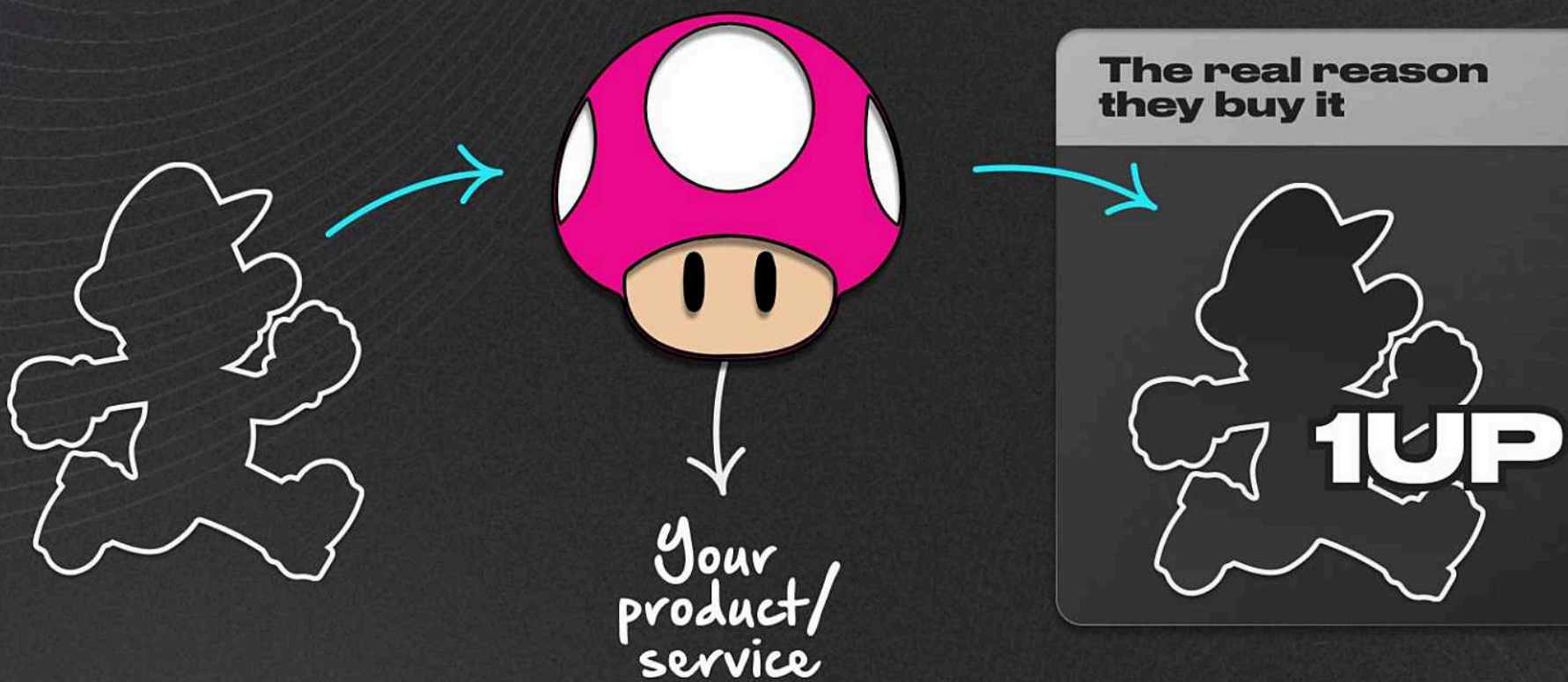
www.linkedin.com/in/saidahvanlierop

https://www.instagram.com/wellpal_creative/

WELLPAL CREATIVE DIY SERIES - JTBD FUNDAMENTALS MODULE

Unlocking Customer Motivations with JTBD

Unlock what motivates them to buy YOUR product.



Learn how to transform your business/brand strategy by prioritizing what the customer actually need trough this self-paced learning module available in our lemonade factory.

OVERVIEW

SECTION 1

THEORY

THE JTBD THEORY 101

SECTION 2

DISCOVERY

MASTERING JTBD AND VALUE PROPOSITIONS

SECTION 3

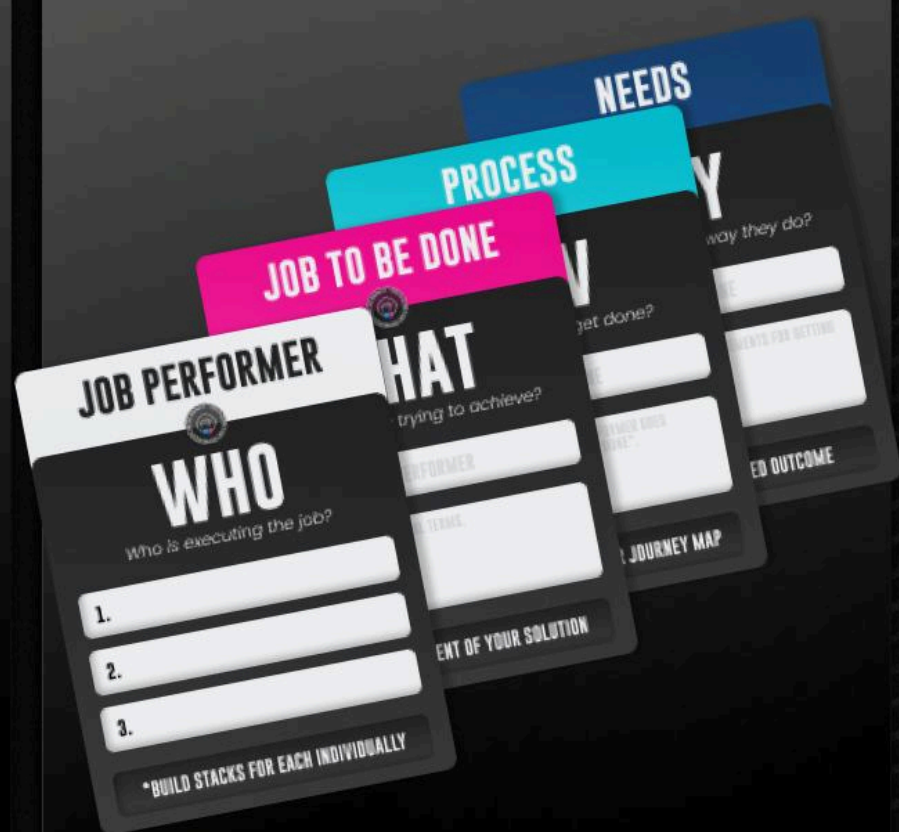
TECHNIQUE

RECOGNIZING JTBD IRL

SECTION 4

APPLY

ACTIONABLE TEMPLATES



WELLPAL HELPING CLIENTS BUILD INSTRUMENTS