THE VALUE EQUATION

Score your product before your customers do · Value = (Plus - Minus) x Price Factor

KR1 PUBLISHING
From the method behind 10,000+ books sold

A · THE PROMISE (+2 each)

Why the product exists at all

- [ ] Solves a problem people actually have +2
- [ ] Usable at the table the same evening +2
- [ ] Made for a defined audience, not "everyone" +2 ____

B · THE CRAFT (+1 each)

How it is built

- [ ] Plain language +1
- [ ] Find what you need in under a minute +1
- [ ] Checklist or summary included +1
- [ ] Readable layout, no walls of text +1
- [ ] Art that explains, not decorates +1
- [ ] Digest length you can actually finish +1 ____

C · THE TABLE (+1 each)

Does it work where play happens

- [ ] Key rules gathered on one spread +1
- [ ] Print friendly, with margins +1
- [ ] Hyperlinked table of contents +1 ____

D · FRICTION (-1 each)

What slows the reader down

- [ ] Pages that do no work -1
- [ ] Writing that shows off -1
- [ ] Messy structure -1
- [ ] Decorative art fighting the text -1
- [ ] Rules that force page-flipping -1
- [ ] Unclear which system it fits -1 ____

E · TRUST (-2 each)

Broken trust is punished double

- [ ] Promises more than it delivers -2
- [ ] Description hides what the product is -2
- [ ] Demands full read before first use -2
- [ ] Undeclared AI that gets discovered -2 ____

PRICE FACTOR

The price the customer actually pays, not the list price

- [ ] Free or under $5 x 2.0
- [ ] $5 - $10 x 1.5
- [ ] $10 - $20 x 1.0
- [ ] $20 - $35 x 0.75
- [ ] Over $35 x 0.5

Known brand with proven quality: count one band cheaper (only above $5).

YOUR SCORE: (A + B + C ____ - D + E ____) x factor ____ = ____

Max 30. A cheap, focused book beats an expensive encyclopedia - run the numbers and see.

THE SCALE

Below 0	Harmful - damages your name at any price
0-5	Forgettable - downloaded, forgotten
6-11	Acceptable - bought, rarely used
12-17	Useful - makes it to the table
18-23	Recommended - people tip others unprompted
24-30	Indispensable - reviews, videos, they buy your whole shelf

Weights calibrated against 20,000 simulated products. The full method is free in I Just Sold 10,000 Books.

More free creator tools at kr1publishing.com