

PROFITABLE
PRACTICE
STRATEGIES
with Susan Guthrie

Pricing That Supports You & Your Clients

Clarity Exercise & Worksheet

This worksheet will help you rethink how you price your services, with simple AI prompts that guide you through each step. Just copy the prompt, fill in your details, and run it in your AI tool.

Step 1: Identify How You Currently Price

Your Task: Write down how you currently charge and what frustrates you or your clients.

AI Prompt (copy + paste):

Help me analyze my current pricing model.

Details:

- I currently charge [hourly/flat fee/per project/subscription].
- What works well: [list].
- What frustrates me/clients: [list].

Give me a 3-sentence summary of my current model, with 2 pros and 2 cons.

Example (Family Mediator):

- Current: Hourly billing.
 - Frustration: Clients push for discounts when sessions go long.
 - AI Output: “Your hourly model rewards flexibility but creates unpredictability for clients. It may undermine trust and discourage them from scheduling sessions.”
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Step 2: Spot the Pricing Mistakes

Your Task: Get clear on where your model might be holding you back.

AI Prompt (copy + paste):

List the 3 most common pricing mistakes in professional services.

Then analyze my model: [insert your model, e.g., hourly billing for mediation].

Which of the 3 mistakes apply to me, and why?

Example (Estate Planning Attorney):

- AI Output: “The three big mistakes are underpricing, overcomplicating, and tying fees to time instead of outcomes. Your current model risks underpricing and leaves clients unclear about final costs.”
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Step 3: Redesign Your Structure Around Value

Your Task: Brainstorm new models that align with the *outcomes* your clients want.

AI Prompt (copy + paste):

I want to shift from [current model] to value-based pricing.

My role: [insert role].

My clients want: [insert outcomes].

Suggest 3 new pricing options (flat fee, package, subscription) with:

- Name for the offer
- Deliverables included
- Client benefit in plain language

Example (Workplace Mediator):

- AI Output:
 1. *Conflict Resolution Package* – \$7,500 flat fee covering intake, mediation sessions, and final recommendations. “A predictable, all-in cost that minimizes disruption.”
 2. *Team Reset Subscription* – \$1,500/month retainer for ongoing conflict coaching. “Keeps workplace relationships healthy and productive.”

Step 4: Communicate With Confidence

Your Task: Rewrite your pricing in clear, client-friendly language.

AI Prompt (copy + paste):

Rewrite my pricing explanation in simple, client-centered language.

Avoid legal jargon.

Make it one sentence that reassures the client.

Details:

Role: [insert role]

Service: [insert service]

Price: [insert price]

Example (Arbitrator):

- Input: \$5,000/day arbitration fee.
- AI Output: “My day rate ensures your case moves forward efficiently and privately, without the unpredictability of litigation.”

Step 5: Draft Your First Pricing Option

Your Task: Pull it all together.

AI Prompt (copy + paste):

Help me draft my first value-based pricing option.

Service: [insert service]

Ideal outcome: [insert outcome]

Price: [insert price or range]

Explain it as if speaking to a client in plain English (≤30 words).

Example (Collaborative Divorce Lawyer):

- Service: Divorce package

- Outcome: Complete, dignified process with a parenting plan
- Price: \$3,500 flat fee
- AI Output: “For \$3,500, you’ll receive a complete child-focused divorce process with all agreements finalized, no hidden costs and no surprises.”

Takeaway: Pricing is not just numbers - it’s how you frame your value. When clients understand outcomes clearly, they’re more likely to trust you, say yes, and stay aligned.