

PROFITABLE
**PRACTICE
STRATEGIES**
with Susan Guthrie

PRICING THAT FUTURE-PROOFS YOUR PRACTICE

Inspired by [The Flat Fee Playbook](#)

A Strategy + AI Collaboration Worksheet

Technology has permanently changed how professional work is delivered. Efficiency has increased, client expectations have shifted toward predictability, and time spent is no longer a reliable proxy for value. This worksheet helps you evaluate whether your pricing reflects **how value is actually created today**, not how it was billed in the past.

AI tools are used here as strategic thinking partners, not decision-makers. Your experience, ethics, and judgment remain central.

STEP 1: IDENTIFY WHERE YOUR CURRENT PRICING IS TIED TO TIME, NOT VALUE

Reflection (Your Work):

- How do I currently price my services?
- Where am I still selling time rather than outcomes?
- Where has technology already reduced friction, effort, or turnaround?

AI Collaboration Prompt:

“Review my current pricing model through the lens of value-based and flat-fee principles.

Context:

- My role: [mediator / arbitrator / attorney / consultant]
- My current pricing model: [hourly / flat / hybrid]
- Services I provide: [list]
- Where technology has changed my workflow: [list]

Identify where my pricing is misaligned with how value is delivered.”

STEP 2: REFRAME SERVICES INTO CLEAR, CLIENT-CENTERED PACKAGES

(Core Flat Fee Playbook concept: packaging creates clarity and confidence.)

Reflection:

- Which services could be packaged instead of billed incrementally?
- What outcomes do clients actually care about?
- Where does predictability reduce client anxiety and decision fatigue?

AI Collaboration Prompt:

“Help me reframe my services into 2–3 flat-fee or packaged offerings.

For each package include:

- What problem it solves
- What is included (scope)
- What the client gains (outcome-focused language)

Avoid hourly framing.”

STEP 3: PRESSURE-TEST SUSTAINABILITY AND BURNOUT

(Flat fees must work for the professional, not just the client.)

Reflection:

- Which services drain energy or cause scope creep?
- Where does pricing fail to reflect complexity or responsibility?
- Where could technology support efficiency without underpricing?

AI Collaboration Prompt:

“Act as a practice strategist. Review these proposed packages and identify:

- Risk of scope creep
 - Underpricing concerns
 - Opportunities to set clearer boundaries or tiers.”
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KEY PRICING TAKEAWAY

Future-proof pricing aligns **value, outcomes, and sustainability**, not hours worked. Technology makes this shift possible. Strategy makes it successful.