

Empowered Pricing

Empowered Pricing Paradigm

SPIRIT

"When I charge what I am worth, _____."

BELIEFS

"What would I have to believe to charge what I am worth?"

- _____
- _____

VALUES

"What do I value about my fees?"

- _____
- _____

FREEDOM

"By valuing these things I am free to..."

- _____
- _____

ACTIONS

"The actions I will take when pricing my programs, products or services are..."

- _____
- _____

BOUNDARIES

"Who or what do I let go of?"

- _____
- _____

ENVIRONMENT

"My environment reflects my fees by..."

- _____
- _____

MARKETING

"The steps I take with my marketing materials to validate my fees are..."

- _____
- _____



Standing In The Truth Of Your Value

In what way does your program, product, or service impact your client in each of these key areas?

RESULTS	FINANCES/MONEY
	HEALTH/WELL BEING
	FAMILY/RELATIONSHIPS
	BUSINESS/CAREER
	FUTURE/PURPOSE

Standing In The Power Of Solving The Problem

Now that you've discovered all of the positive ways your clients benefit from your programs, products, or services it's time to uncover what the COST is to them in NOT hiring you.

RESULTS	FINANCES/MONEY
	HEALTH/WELL BEING
	FAMILY/RELATIONSHIPS
	BUSINESS/CAREER
	FUTURE/PURPOSE

Easy Pricing Template

STEP 1: What is your Full Pay Investment?

£ _____

STEP 2: What is your Quick Decision Savings?

(Make it enough to inspire action!)

£ _____

STEP 3: Calculate your “reality check” amount

(Full Pay Investment – Quick Decision Savings = Quick Decision Investment)

£ _____ - £ _____ = £ _____

STEP 4: What is the additional amount for a Payment Plan?

(This is often an additional 15-25% added to the Full Pay Investment as a “courtesy cost” because you are waiting to be paid in full.)

£ _____

STEP 5: What is your Payment Plan Deposit and Payment Schedule

(Typically, the deposit is between 30-50% of the total.)

Total: £ _____ Deposit: £ _____ Balance: £ _____

Balance: £ _____ / No. of Payments: _____ = Monthly Payment: £ _____

STEP 6: Review your Final Pricing

Full Pay Investment

£ _____

Full Pay with Quick Decision Savings

£ _____

Payment Plan Investment

Total: £ _____

Deposit: £ _____

Balance: £ _____

No. of Pmts: # _____

Monthly Pmt: £ _____

Payment Plan with Quick Decision Savings

Total: £ _____

Deposit: £ _____

Balance: £ _____

No. of Pmts: # _____

Monthly Pmt: £ _____

Pricing Example

STEP 1: What is your Full Pay Investment?

£ 2,497

STEP 2: What is your Quick Decision Savings?

(Make it enough to inspire action! Between £300-£3000 depending on package)

£500

STEP 3: Calculate your “reality check” amount

(Full Pay Investment – Quick Decision Savings = Quick Decision Investment)

£ 2,497 - £ 500 = £ 1,997

STEP 4: What is the additional amount for a Payment Plan?

(This is often an additional 15-25% added to the Full Pay Investment as a “courtesy cost” because you are waiting to be paid in full.)

£ 400

STEP 5: What is your Payment Plan Deposit and Payment Schedule

(Typically, the deposit is between 30-50% of the total.)

Total: £ 2,897

Deposit: £ 1,000

Balance: £ 1,897

Balance: £ _____ / No. of Payments: _____ = Monthly Payment: £ _____

STEP 6: Review your Final Pricing

Full Pay Investment

£ 2,497

Payment Plan Investment

Total: £ 2,897

Deposit: £ 1,000

Balance: £ 1,897

No. of Pmts: # _____

Monthly Pmt: £ _____

Full Pay with Quick Decision Savings

£ 1,997

Payment Plan with Quick Decision Savings

Total: £ 2,397












Deposit: £ 1,000







Balance: £ 1,397

No. of Pmts: # _____

Monthly Pmt: £ _____

Pricing Do's & Don'ts

-  **DON'T...** Use words like “price, cost, buy or discount.”
-  **DO...** Always say “invest or investment”.
-  **DON'T...** Discuss the investment until you're sure they are a fit.
-  **DO...** Get clear about the type of person you want to work with and definitely listen to your intuition about who is (and who is not) a fit.
-  **DON'T...** Allow a client to renegotiate their deposit. How you handle payment sets the tone for your credibility throughout the working relationship.
-  **DO...** Always make the deposit non-refundable. This is their commitment to their outcomes.
-  **DON'T...** Undercharge, as it devalues your credibility and reputation. People respect what they pay more for.
-  **DO...** Remember that your clients aren't investing in you, they are investing in themselves through you.
-  **DON'T...** Base your pricing on time. Clients are investing in results, not in the hours you spend with them.
-  **DO...** Have your client sign a simple agreement
-  **DON'T...** Decide what someone can or cannot afford. You have no idea how powerfully someone can step up when it's for something they really want.

-  **DON'T... always post your fees on your website**
-  **DO... Consider offering a payment plan as one of your payment options**
-  **DO... Remember that a payment plan is a courtesy you're offering your clients. They are investing in a program (not paying "month to month").**
-  **DO... Accept all 4 major credit cards.**
-  **DO... Consider not accepting credit cards for higher package investments**
-  **DO... Always put a time limit on when the package must be completed**

16 Ways of Creating Social Proof to Validate Your Fees

1. Interview your client and record it or take notes
2. Email testimonial questions, then edit the answers
3. Video interview client
4. Transcribe video testimonial and use both video and written text
5. Use before & after photos if your service is more visual
6. Take photos of you working with your clients
7. Use your clients' full names
8. Collect statistical information about results your clients experience
9. Take photos of you with colleagues or celebrities in your industry
10. Step up to the microphone at events
11. Offer to be a spotlight or panel participant at events where appropriate
12. Post a calendar of your events & appearances in your ezine
13. Offer a testimonial for someone else to use on their website
14. Post tips, quotes and content on social media
15. Create client case studies
16. Apply for and win awards

8 Ways To Use Social Proof to Validate Your Fees

1. List testimonials on webpage
2. Sprinkle testimonials throughout a webinar
3. Include testimonials in a teleseminar
4. Include case studies in your Power Point presentations
5. Include a testimonial or case study in your ezine
6. Post photos of you with clients or industry celebrities on social media
7. Add testimonials to your sales pages and on sign-up forms
8. Include testimonials in a brochure & other printed materials

Include social proof everywhere you can think of!