# Empowered

Pricing



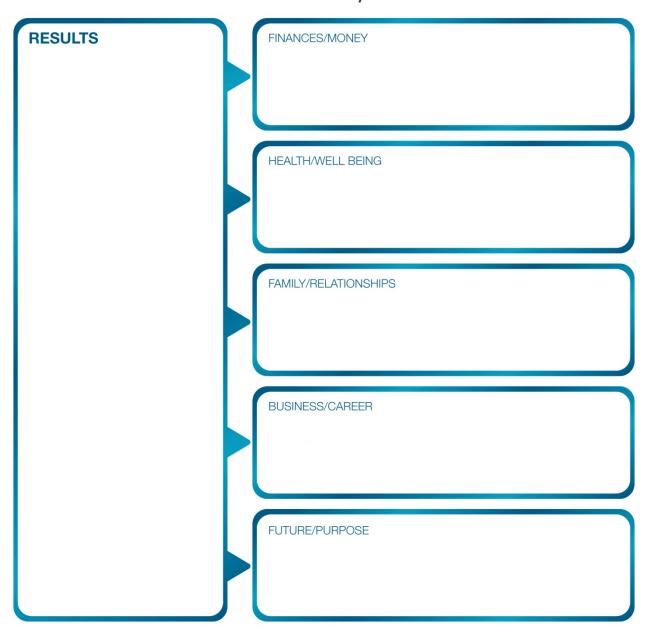
## **Empowered Pricing Paradigm**

SPIRIT "When I charge what I am worth,	."
BELIEFS  "What would I have to believe to charge what I am work  •	th?"
• VALUES "What do I value about my fees?"	
• • FREEDOM	
*By valuing these things I am free to"  •  •	
"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."	e my fees are"



# **Standing In The Truth Of Your Value**

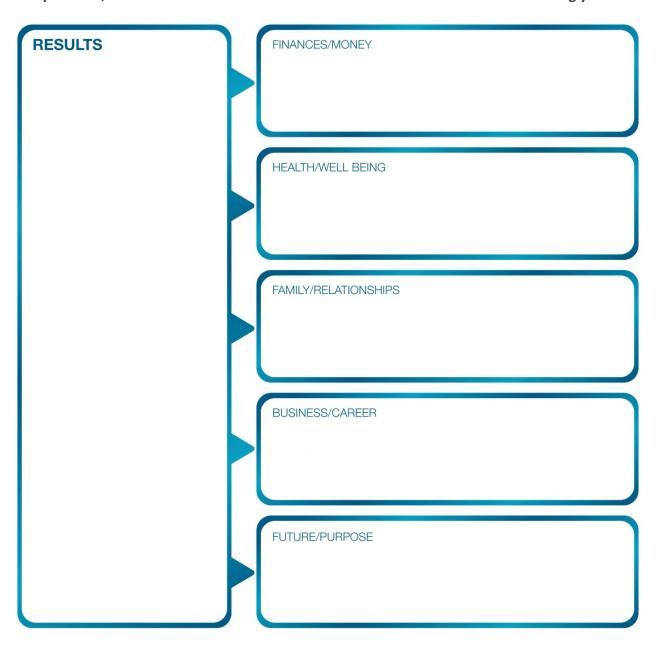
In what way does your program, product, or service impact your client in each of these key areas?





## **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.





# **Easy Pricing Template**

STEP 1:	What is your Full Pay Invest	tment?	
STEP 2:	What is your Quick Decision (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 amo (This is often an additional 15-25 as a "courtesy cost" because you £	% added to the Full Pay Investment	
STEP 5:	What is your Payment Plan Deposit and Payment Schedule (Typically, the deposit is between 30-50% of the total.)		
	Total: £ Deposit	:: £ Balance: £	
		yments: = Monthly Payment: £	
STEP 6:	Review your Final Pricing		
	Full Pay Investment	Full Pay with Quick Decision Savings	
	£	£	
	Payment Plan Investment	Payment Plan with Quick Decision Savings	
	Total: £		
	Deposit: £		
	Balance: £		
	No. of Pmts: #		
	Monthly Pmt: £	Monthly Pmt: £	



## **Pricing Example**

STEP 1:	What is your Full Pay Investmen £ 2,497	t?	
STEP 2:	What is your Quick Decision Save (Make it enough to inspire action! Betwee £500	i <b>ngs?</b> veen £300-£3000 depending on package)	
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	Full Pay with Quick Decision Savings £ 1,997	
	Payment Plan Investment Total: £ 2,897 Deposit: £ 1,000 Balance: £ 1,897 No. of Pmts: # Monthly Pmt: £	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!