

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..."

- _____
- _____

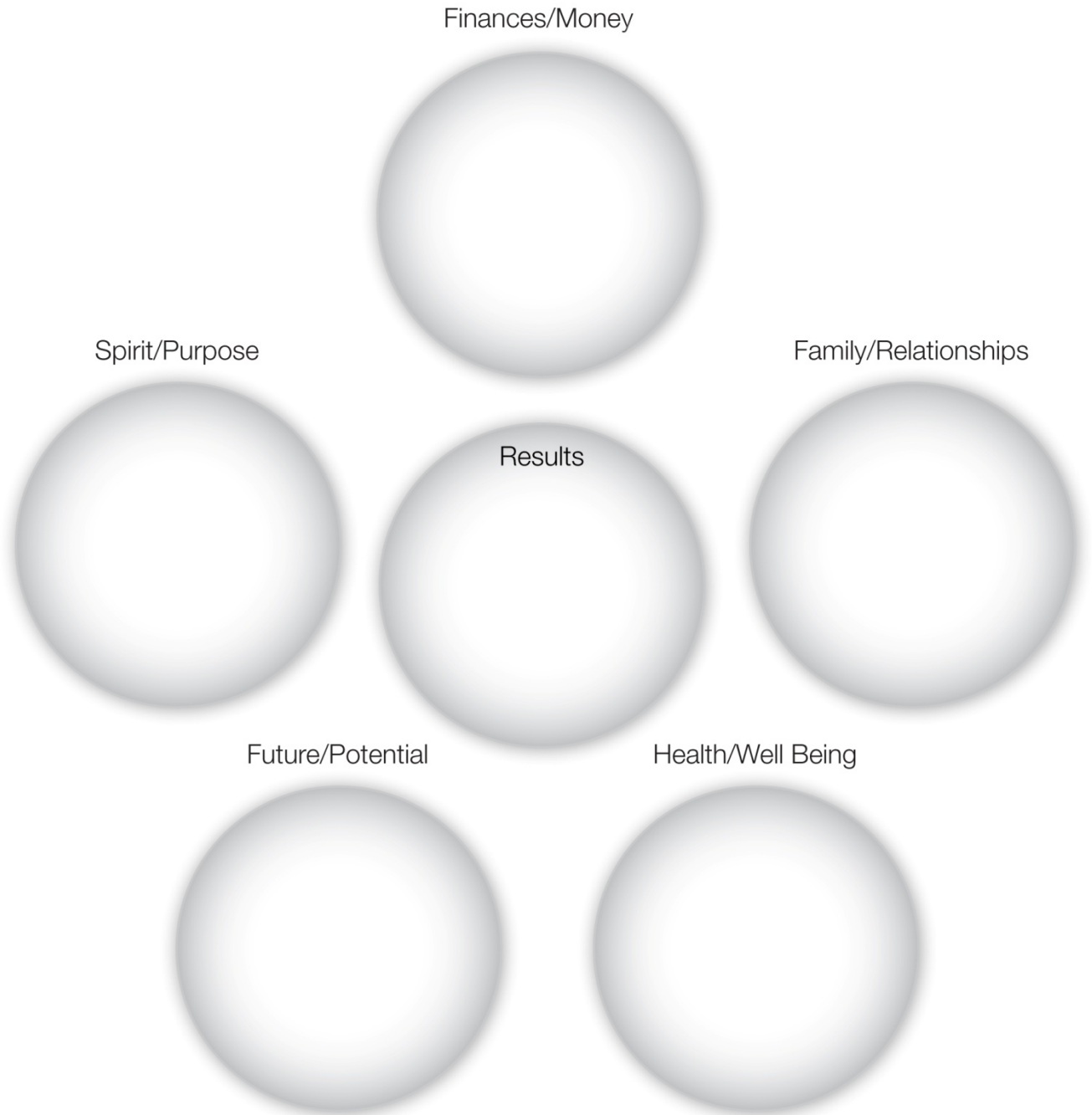
MARKETING

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

- _____
- _____

Standing In The 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.



In this exercise, start with the inner most circle. Only this time, you're brainstorming the negative impact – or cost – to your client of not getting the help they need.

1. Begin by brainstorming several of the most obvious results they stand to lose by not solving their problem. List these in the inner most circle. Be specific.
2. Next, brainstorm what, by not achieving those results, the cost is for your clients in terms of their finances or money.
3. Next, brainstorm what, by not achieving those results, the cost is to your clients regarding their family and relationships.
4. Now, brainstorm what, by not achieving those results, the cost is regarding their health and well-being.
5. Now, brainstorm what, by not achieving those results, the cost is regarding their future and potential.
6. Finally, brainstorm what, by not achieving those results, the cost is regarding their spirit and their purpose.

30 Results My Clients Experience From Working With Me

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

19. _____

20. _____

21. _____

22. _____

23. _____

24. _____

25. _____

26. _____

27. _____

28. _____

29. _____

30. _____

Give Yourself A Raise With Empowered Boundaries

Common Boundary Breakdowns

- Going over on sessions
- Allowing too much email access
- Giving clients additional, unpaid services
- Over-loading your packages
- Customizing packages
- Not asking clients to get current with their payments
- Giving service to clients who are behind on payments
- Undercharging because you feel guilty about charging more
- Deciding in advance that someone can't afford to pay your fees
- Not negotiating with a client who wants to drop out of a program
- Clients asking for more than what was initially agreed upon
- Not asking a client for a non-refundable deposit
- Saying "yes" when asked for a discount
- Saying "yes" when a client asks to prolong or extend the timeframe of their program
- A client questioning your fees or the value of your services

Boundary Breakdowns

1. _____

2. _____

3. _____

Empowered Actions

1. _____

2. _____

3. _____

The How to Charge What You're Worth and Get It! Mindset:

- ✓ Always position your initial offer so that it creates a minimum of 3 additional “up-sell or down-sell” opportunities and you will solve the problem of how to smooth out your cash flow!
- ✓ Always reconnect with people because their “no” to one offer isn't a “no” to all your offers!

Well Of Opportunity Template

My Initial Offer:

Which Leads To:

Which Leads To:



My Well Of Opportunity Includes:

1. _____
2. _____
3. _____

Decision Making Tool: How Much Is Your Time Worth?

Amount of money you want to pay yourself in 1 year:



Number of hours you want to work in 1 year:

(number of hours per week * 50 weeks per year)



Amount your time is worth per hour:

While you are not charging by the hour, always use the amount your time is worth to calculate the cost of your time invested in marketing and delivering each offer.

“ Now that I know what my time is worth, one project I can let go of is

so that instead, I can focus on my offer of



Cost Planning Worksheet

Marketing Costs

(Your time, copywriting, technical set up, web pages, graphic design, etc.)

Item	Estimated Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Delivery Costs

FIXED

(Planning time, coaching, administrative time, web pages, bridge line, transcription, etc.)

Item	Estimated Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

VARIABLE

(Coordination time, coaching, printing, event expenses, materials, etc.)

Item	Estimated Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Easy Pricing Guide

Step 1: What is your Full Pay Investment?

Step 2: What is your Quick Decision Savings?

- Make it enough to inspire action!
- This will vary depending on your package. For a high-end program, it can be \$300-\$3000.

Step 3: Calculate your “reality check” amount

Full Pay Investment – Quick Decision Savings = Quick Decision Investment

- This is the lowest amount you will receive – is it acceptable to you?

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

- Decide on the Deposit (typically between 30-50% of the total).
- Calculate the remaining Balance.
- Decide on the Number of Payments.
- Calculate the Monthly Payment Amount.
(Balance / Number of Payments = Monthly Payment Amount)
- You can apply a Quick Decision Savings to the Payment Option
(just remember to apply the savings to the balance, not to the deposit).

Step 6: Review your Final Pricing

- Full Pay Investment
- Full Pay with Quick Decision Savings
- Payment Plan Investment
- Payment Plan with Quick Decision Savings

Easy 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	Full Pay with Quick Decision Savings
\$ 2,497	\$ 1,997
Payment Plan Investment	Payment Plan with Quick Decision Savings
Total: \$ 2,897	Total: \$ 2,397
Deposit: \$ 1,000	Deposit: \$ 1,000
Balance: \$ 1,897	Balance: \$ 1,397
No. of Pmts: # _____	No. of Pmts: # _____
Monthly Pmt: \$ _____	Monthly Pmt: \$ _____

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! Between \$300-\$3000 depending on package)

\$ _____

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: \$ _____

Anchoring Your Pricing

You are the first person you have to convince, not your prospective client.

Double It Exercise

1. Take the price you've just set (full-pay), double it and write that number down.
2. Now ask yourself, *"What would have to be true to charge this amount?"*

Stepping Into New Pricing Exercise

OTHER

- As your ideal client, in what way does investing this amount inspire or challenge you?
- What do you believe about the person you're hiring who charges this amount?
- What do you need to know to feel confident about investing in yourself?

OBSERVER

- As a fly on the wall, looking over at SELF, what do you see that that person over there needs to do or tell themselves in order to feel confident about their fee?
- Now, looking over at OTHER - their ideal client, what are you observing that the client needs to know in order to say yes to this offer?

SPIRIT

- How does charging this amount connect you more deeply to spirit?
- What else does spirit want you to know about charging this amount?

SELF

- How do you now feel about your fee?
- Based on all that you've heard, what is now clear for you?
- What is the most important piece you want to take forward with you as you begin to make your offers with your new fee?

Mirror Test

- Stand in front of a mirror and say out loud to yourself, *"For this package or program, my fee is ____."*
- Notice your reaction to it. Do you get a little bit excited or scared? If you happen to feel a little nervous or a little bit of trepidation about being able to get that number, this is not permission to back down. Go back to that question of, *"What would have to be true for me to charge this amount?"*

Attract More Clients With A Compelling Guarantee

Giving a guarantee has one purpose: to give your clients peace of mind, making it easy for them to say, “Yes” to your offer.

Most service professionals *don't* give a guarantee because they're concerned clients will take advantage of their generosity. Trust me, it's rare that clients will do so. And, the number of people you sign on as clients BECAUSE you have a guarantee will far exceed the few who ask you to honor your guarantee.

Great guarantees sound bold, strong, and almost like a challenge. Make it one you can live up to; one that inspires you to always deliver top-notch service. The energy of your guarantee is one of confidence, not fear or limitation.

There Are Three Types Of Guarantees

- 1. Performance guarantee**
 (“I promise you'll learn how to _____”)
- 2. Results guarantee**
 (“I promise if you _____ then _____”)
- 3. Value guarantee**
 (“If you don't believe this course is worth every penny you spent I'll ____”)

A Coaching Challenge For Your Guarantee

- ✓ If you are reluctant to give a guarantee, where are you reluctant to be bold?
- ✓ The energy of your guarantee should be confident and expansive; not fearful.

Create A Guarantee

1. Get Clear About What You Can Confidently Stand Behind with Your Program, Product or Service.

List out everything you can stand behind with this program, product or service. I recommend filling this out two, three, four or five times.

Complete the following sentence:

"I stand behind my program, product or service and its ability to:
_____."

"I stand behind my program, product or service and its ability to:
_____."

"I stand behind my program, product or service and its ability to:
_____."

"I stand behind my program, product or service and its ability to:
_____."

2. Choose the TYPE of Guarantee You Want to Create.

- Performance
- Results
- Value

3. Write your guarantee in the space below.

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 anywhere else you can think of!

Sample Testimonial Questions

- ✓ What was the reason you decided to do this?
- ✓ What was your experience?
- ✓ How will this impact your business and your life?
- ✓ What was the biggest challenge for you in your business before joining PROGRAM NAME?
- ✓ How has the coaching you've received helped you get focused and on track?
- ✓ What have you implemented so far?
- ✓ What have been the results so far since being in PROGRAM NAME?
(if you can be specific in terms of results, such as income made, time saved, increased sales)
- ✓ If you were talking to someone who was interested in joining PROGRAM NAME what ONE thing would you most want them to know?

Debuting Your New Pricing

Debuting your fees is about putting your fees out into the world.

- ✓ Practice saying your fees so often it becomes as comfortable as saying, “*pass the salt.*”
- ✓ Tell people, “*I specialize in...*” when talking about your services. People are accustomed to giving more respect to specialists. You’ll automatically have more authority when you describe yourself as a specialist. And, people will always pay a premium to work with a specialist.
- ✓ Words to avoid when discussing fees: Price, Buy, Cost, Spend, Purchase, Fee
- ✓ Words to use: Invest, Tuition
- ✓ Just because a client asks for a discount does NOT mean you have to say, “yes.” You can say, “no” or suggest a payment plan.
- ✓ If someone asks, “*How much do you charge?*” early in a conversation or when they first meet you, do not give your fee!

You can say “I’d love to share what the investment is. I would need to get some information first. Let me find out more about what your situation is like so I can make sure to talk to you about the right service or package that’s going to be the best fit for you.”

If they insist, saying, “*Give me a ballpark,*” still don’t give your fees. Instead, keep your tone positive and firm while saying, “*I can’t give you a ballpark because it wouldn’t be accurate. Let me ask a few questions first and then I’ll be happy to share with the investment is based on how it makes sense for us to work together.*”

- ✓ When do you talk about your fees?

This is crucial! Wait until AFTER you’ve asked the Million Dollar Question to quote your fee. At that point, when they’ve said “it’s priceless” or “this is worth everything” then whatever price you give isn’t going to seem very significant compared to the value they receive.

And remember, once you quote your fee, stop talking!

- ✓ Avoid quoting your fees on your website, unless it is for a program your client can sign up for directly online.

- ✓ Focus on being a great *value*, not on being a bargain.

"The Million-Dollar Question"

The Million Dollar Question will minimize or even eliminate resistance to your fees because it authentically connects the client to the VALUE of the results they want from investing in your program or service. Here are 3 versions of what it sounds like:

"If we decide to work together and we achieve everything we've outlined here, what would that be worth to you?"

"Imagine if we decide to work together and we achieve everything we've outlined here, what would that be worth to you?"

"Hypothetically, if we decide to work together and we achieve everything we've outlined here, what would that be worth to you?"

Ask the Million Dollar Question **BEFORE** talking about your packages or your fees.

Tip: Once you ask the question, stop talking! Be silent and wait for your potential client to formulate his or her answer to your Million Dollar Question. There is a lot of power in silence.

Usually, the answer you'll hear will be something like this: "It would be priceless" or "It would be worth everything". These are the types of answers you'll hear if you've done a good job of uncovering their situation and the results they want from hiring you.

If you don't hear an answer that is along the lines of "priceless" do not continue with discussing fees. Why not? Because if they aren't seeing the value of what you're offering, you'll experience price resistance.

What if the Million Dollar Question feels uncomfortable to ask?

Asking the Million Dollar Question is opening an opportunity for the client to step into the **vision** of what they really want. Asking this question is like offering them a gift.