

Expanding Your Prosperous Life



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..."

- _____
- _____



Creating Your Prosperous Purposeful Venture

Step #1 - Mindset

Step #2 - Value

Step #3 - Opportunity

Step #4 - Cost

Step #5 - Decide

Step #6 - Anchor

Step #7 - Validate

Step #8 - Debut

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?

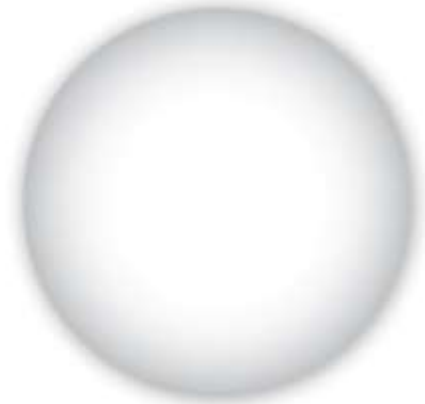
Finances/Money



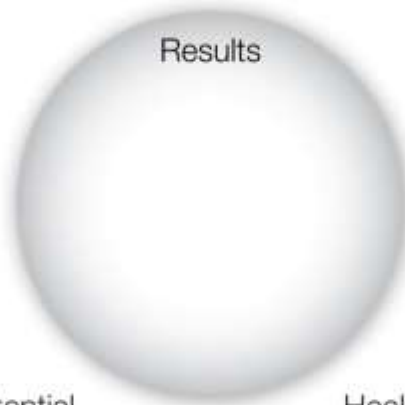
Spirit/Purpose



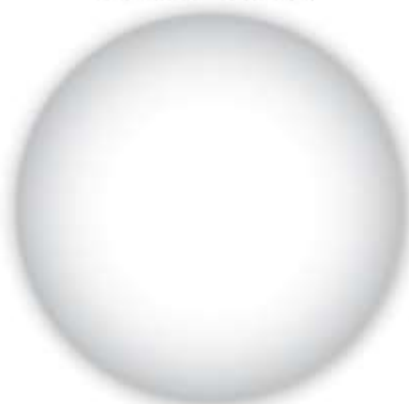
Family/Relationships



Results



Future/Potential



Health/Well Being



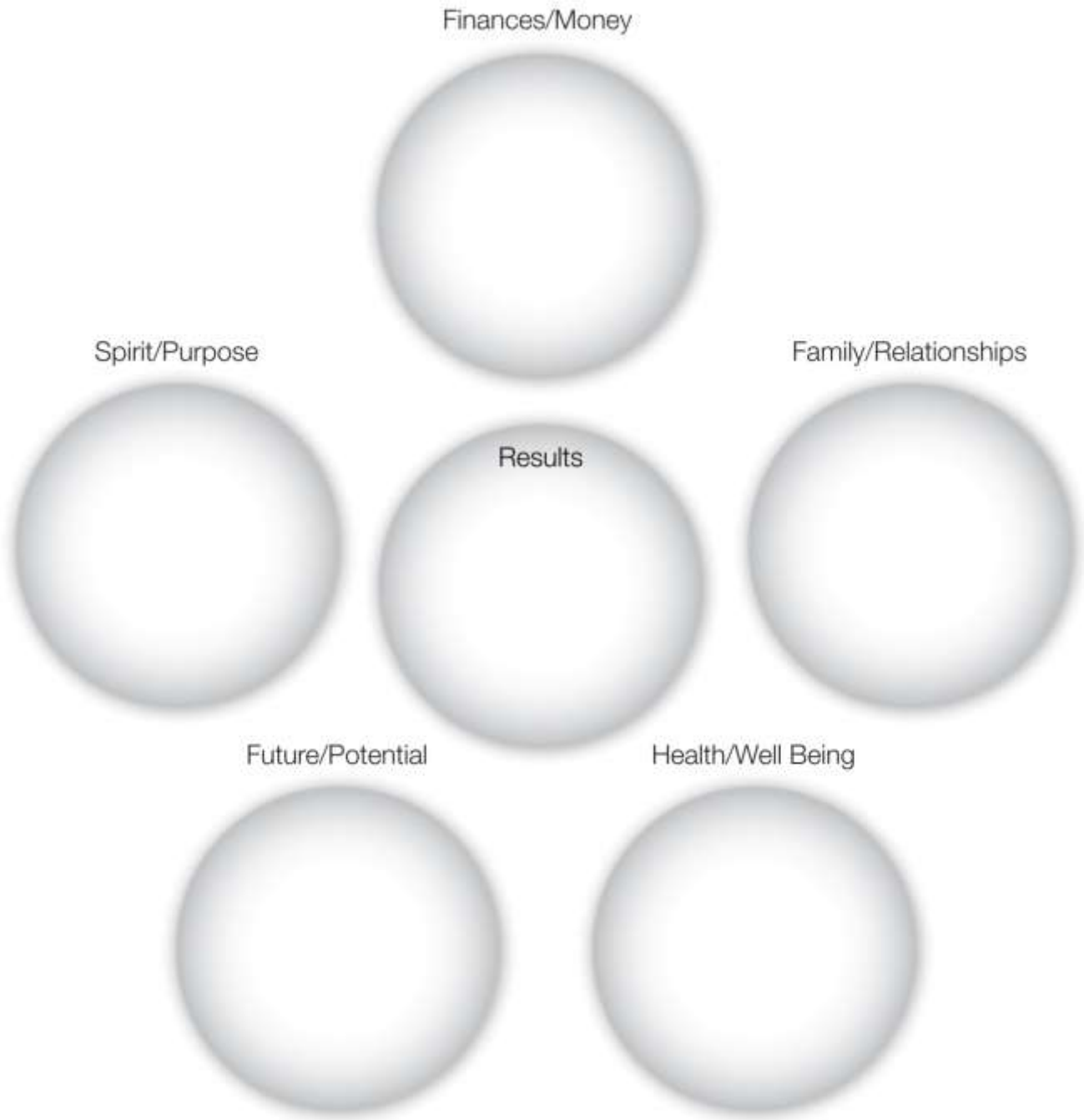
Here's an exercise to help you discover ALL of the ways your clients' lives are impacted by your work together.

1. Begin by listing a few of the primary RESULTS your clients get from working with you. List these in the inner most circle.
2. Next, answer the question: *In what way do these results impact my clients' finances or money?*
Write your answers in the circle.
3. Next, answer this question: *In what way do these results impact my clients' family or relationships?* Write your answers in the circle.
4. Now, answer this question: *In what way do these results impact their health and well-being?*
Write the answers in the circle.
5. Now, answer this question: *In what way do these results impact their future or potential?*
Write the answers in the circle.
6. Finally, answer this question: *In what way do these results impact their spirit or purpose?*
Write your answers in the circle.

It's pretty amazing to see just how deeply your clients' lives are impacted by your work, isn't it?!

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.

Is this helping you see how VALUABLE and IMPACTFUL what you do is for your clients?!



Create five examples of this sentence using the information you brainstormed in the previous exercise.

The sentence template is:

“The (_____) I offer results in (_____), which impacts my clients by

feature

benefits or results

(_____) and without this help,

list 1 or 2 of the finances/money, or health/well-being results, etc.

what’s at stake for my clients is (_____).”

list 1 or 2 costs to your clients

Using the template above, create 5 different versions using the awesome information you brainstormed in the Value and Problem portion of this exercise.

1. _____

2. _____

3. _____

4. _____

5. _____

**To powerfully complete this exercise, read each of your five sentences out loud.
You’re going to feel unstoppable!**

Easy Pricing Guide

Step 1: What is your Full Pay Investment?

Step 2: What is your Quick Decision or Incentive 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

\$ 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: \$ _____

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: \$ _____

4 Smart Ways to Avoid Becoming a Commodity While Standing in The Truth of Your Value

Tip #1 Release Competing

Because your niche is now (or will be) so clear and unique, competing isn't really a problem anymore. By becoming uniquely YOU, delivering your magic to a specific audience and marketing your Signature System, you are naturally going to stand out.

(Hint: Remember, your niche is the sentence you completed in Step 6 of the Niche Breakthrough Secrets Formula.)

Tip #2 Say You Specialize

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.

Tip #3 Raise Your Fees

You may choose to leave your fees as-is for existing clients but don't let that be a reason to wait to increase your fees for new clients. This will help you feel more credible and professional.

Tip #4 Make Collecting Testimonials A Habit

Testimonials can be difficult to get if you ask people for them but if you listen for when your clients are happy, excited, when they've just made a breakthrough or had an accomplishment, simply ask them if you can write up what they said and use it on your website to inspire others.

Tip #5 Remember Who You Really Are and The Work You're Really Here To Do

What you are offering is You. Your offer or program is a path though what people get to have is access to you and that is what is highest value and impact.