



Pricing yourself effectively

...so you can build a profitable business

INSTRUCTIONS:

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{ADD YOUR NAME HERE}

WHAT ARE YOUR RATES?

Feel free to use the calculator over [here](#) to determine your hourly rate (if that spreadsheet is too difficult to work with, [here](#) is another tool that might help).

Even though you probably won't charge hourly or day rates in the future, it's still a good idea to "know" your rate, so when projects drag out or you need to quickly estimate what something might cost, you have a starting point. To kick this challenge off, let's start by establishing your rates below.

(Stuck? We'll talk through your rates on our upcoming call... for now, start somewhere and throw down a number.)

- **WHAT IS YOUR HOURLY RATE?** YOUR RESPONSE GOES HERE
- **WHAT IS YOUR DAY RATE? (AKA 6 HOURS + A PREMIUM)** YOUR RESPONSE GOES HERE
- **WHAT IS YOUR “SIGNATURE PACKAGE” RATE? IF YOU DON’T ALREADY KNOW, USE THE QUESTIONS BELOW TO FIGURE IT OUT.** YOUR RESPONSE GOES HERE

LET’S DO THE MATH...

Use the simple formula below to determine how much you could charge for your “signature package” (AKA the one you created in module four). It’s cool to estimate.

If you priced by the hour... what would you charge?

of hours to complete the work X your hourly rate = _____

If you priced by the project... what would you charge?

The starting point here might be the hourly price above, but consider the 6 pricing factors... your experience, what others are charging, your client’s ability to pay, the demand for you and the value you create for your client. How does that change the price?

Do you have the information you need to add a commission or a royalty so you can capture even more of the value you create? If not, what data or information do you need to ask for?



SELECT YOUR PRICING OPTION

There are *multiple* ways you can price your services.

In the training and the bonus report that we've included with this module we outline several different strategies for pricing your services. But honestly we wouldn't recommend all of them. If you want to understand ALL of the ways you can set your prices (including charging by word or working entirely on commission), be sure to check that out.

For now, we're going to focus on 4 methods for setting your prices that could work for you. Charging by the hour, charging by the day, charging by the project, and charging for the value you create.

Which pricing option will you commit to using over the next 3 months? (*This is NOT a trick question*)

- **CHARGING BY THE HOUR:** YES/NO
- **CHARGING BY THE DAY:** YES/NO
- **CHARGING BY THE PROJECT (AKA "SIGNATURE PACKAGE"):** YES/NO
- **CHARGING FOR THE VALUE YOU CREATE:** YES/NO
- **OTHER:** _____

PRICING FOR THE PROPOSAL

ALRIGHT, LET'S DO THIS...

It may be a good idea to offer three different tiers for your packages. And when you submit a proposal, it can be a good idea to give 2-3 options for your client to choose from. If you haven't already done this, take the time to do it now.

INSTRUCTIONS:

Take your "signature package" (btw this is now called your "PERFECT PACKAGE" because we want you to sell A LOT of these packages at your ideal rate)...

AND THEN create a "LEAN PACKAGE" (which is a scaled down version of your "signature package" at a lower rate).

AND THEN you'll also create a "MEGA PACKAGE" which is basically what it sounds like... the full kit and caboodle with all the bells and whistles. Use the tier pricing strategies from the training to set the price for your "PERFECT PACKAGE" so it looks like a steal parked next to the "MEGA PACKAGE." Or if your MEGA PACKAGE is your favorite, price the mid-tier package to make the MEGA look better..

When you present all three options in your proposal, you'll ideally sell more of your "PERFECT PACKAGE" by anchoring the price against the other pricing options.

So let's break the pricing down here, along with the deliverables included:

- **THE LEAN PACKAGE:** HOW MUCH ARE YOU CHARGING FOR THIS?
 - WHAT DELIVERABLE IS INCLUDED IN THIS PACKAGE?
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 - WHAT DELIVERABLE IS INCLUDED IN THIS PACKAGE?
- **THE PERFECT PACKAGE:** HOW MUCH ARE YOU CHARGING FOR THIS?
 - WHAT DELIVERABLE IS INCLUDED IN THIS PACKAGE?
 - WHAT DELIVERABLE IS INCLUDED IN THIS PACKAGE?



- WHAT DELIVERABLE IS INCLUDED IN THIS PACKAGE?
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● **THE MEGA PACKAGE:** HOW MUCH ARE YOU CHARGING FOR THIS?

- WHAT DELIVERABLE IS INCLUDED IN THIS PACKAGE?
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CONGRATS—YOU MADE IT!
HERE'S WHAT YOU DO NEXT...

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