Shannon Mattern

[00:00:00] Tell me if this sounds familiar. You've got about 17 different versions of your pricing doc. You're constantly tweaking, second guessing, Googling what other people are charging. You raise your rates a little bit, but then you add more deliverables. You book more clients. Then you run outta time. You build a team, and now you're managing people and doing the work, and you're doing everything right, but somehow.

[00:00:24] It still feels like you're stuck in this weird cycle of just needing to do more and more just to make enough. If that's you're exactly in the right place because I'm about to share with you a totally different way to think about packaging and selling your services. That creates more revenue for you and more leverage for you without creating more work for you.

[00:00:50] Because you're really just one proposal away from the money that you really wanna be making if we don't already know each other. Hi, I'm Shannon [00:01:00] Mattern. I'm a pricing strategist who helps experienced service providers and consultants and small agencies increase their income and make more from the work that they're already doing.

[00:01:09] And I'm so excited to be sharing this with you at the SEO Surge Summit today. So how many of you feel like you're doing everything right, but it's not adding up? You're working hard. You've got clients, you're delivering great work, but somehow, despite all of that effort, your revenue just won't budge past a certain point, and raising your prices even more just feels risky.

[00:01:33] And you struggle to pick the right price, like you're on the prices, right? And you've gotta guess as close to what you think they'll say yes to without going over. Or you know, you're the bottleneck in your business, but you can't afford help right now. You're like stuck in that catch 22 where you know you need more support or even just more time to work in your business, but your income isn't quite high or consistent enough yet for you to justify.

[00:01:58] Making the hire. [00:02:00] So you just keep doing everything yourself, which only reinforces that cycle, and you want to charge more, but you don't know how to justify it. You're not undercharging on purpose, but it feels impossible to charge more for what everyone else is charging less for. And it's like you're driving your car in too high of a gear and going up a hill and just giving it more and more gas.

[00:02:23] That doesn't make you go faster, it just burns out your engine. So it's time to shift gears because what got you here won't get you there. And I'm so excited that you're watching this presentation today because I'm gonna share with you exactly what created the problems that you're experiencing today, why it's actually a good thing.

[00:02:43] And we're gonna talk about some hidden challenges in your current pricing model. That might be keeping you stuck and how Anchoring High can help you break through your revenue ceiling and help you create more leverage and more time, and more money, and more capacity without [00:03:00] working harder, hustling more or burning out.

[00:03:05] So if you feel stuck, you are so normal and you're not doing anything wrong. You've simply hit the limits of your current pricing model. So if you're like most service providers I meet, you use a tiered pricing model where you typically offer three options typically of a basic package. And then as you go up in the tiers, each higher tier includes all of the features and benefits of the lower tiers, plus additional features, deliverables, or benefits.

[00:03:32] And so you're. Client is really just making a choice on what features or deliverables they need or don't need or want and don't want. And this works well until it doesn't. The tiered pricing model is still built on trading time for money. At the low end, it's more clients. At the high end, it's more deliverables and.

[00:03:54] When your offers are structured this way, the only way to increase your income is to add more [00:04:00] people to your team or get more efficient or get more clients, which of course we all always want to be like growing and you know, like developing our team if that's what we wanna be doing. But when you spend all your time working on those things, you are leaving so much time and money on the table.

[00:04:21] So the math might look different, right? If you're adding team or you're adding clients, but you're not changing your price, but the ceiling is the same for you because your time is finite. And so you're like, for this business model to work, I need to clone myself, speed up my processes, raise my prices, add more skills so I can charge more higher so I can add capacity.

[00:04:42] And again, that will work until it doesn't. 'cause you're still selling your time, you're still selling deliverables, you're still trying to compete with what everybody else is doing and prove how you're better or different or faster or cheaper. It keeps you in constant hustle and comparison mode. So how do you [00:05:00] shift gears?

[00:05:02] By making sure that you're using a pricing strategy that is a match for your business model. So one of the places that I see solo service providers and consultants and small agencies get really stuck is that they're using the wrong pricing model for their business. So there are two major pricing strategies that most businesses use.

[00:05:22] Cost-based pricing and value-based pricing. And a cost-based pricing model is when you set your prices based on how much it your service costs you to deliver. So your costs, especially for SEO, which is what we're talking about at this summit, are wildly different from agency to agency, provider to provider, setting you up to have to justify your client why you're charging more than someone else with the exact same.

[00:05:52] Experience and skillset, which sends you down the differentiation rabbit hole, which let's be hon. Let's be honest. Like we all have access to the [00:06:00] same tools and the same information, and so when you can't justify it, because it really does make no logical sense to your brain, that's what gets you to add more and more stuff to your packages to justify the value or lower your price.

[00:06:17] So a cost based pricing model is for high volume businesses that can charge lower prices, that need to lower trust, that have lower margins, and they make up for that based on volume. Most service providers, consultants, small agencies, don't have the volume needed to. Get tons and tons of clients and be able to charge low prices.

[00:06:44] And so you need to leverage a value-based business model and a value-based or a vi value-based pricing model. And a value-based pricing model on the other hand, is when you set the price. Based on the value to the client of the outcomes of [00:07:00] working with you, which is always many times more than your price.

[00:07:04] It's not about what it costs you to deliver your service, that's your floor. It's about what the client stands to gain as a result of using your service. Like I said, if you're not a very large agency who has a team big enough to be able to rely on the economy of scale at to, and bringing in the volume of leads needed to make a lot of money on really thin margins, then.

[00:07:34] A cost-based pricing model does not make sense for your business. And what I see most experienced service providers, consultants and small agencies doing is figuring out, okay, well what's the going rate Everyone else is charging for this. What do I wanna make an hour? What do I think my skills are worth?

[00:07:53] How much time is it gonna take me to deliver this service? And they figure out their price based on that. And. [00:08:00] Like I said, a cost-based pricing model does not make sense for your business when you've hit that certain ceiling of being maxed out on time and wanting to grow from there. I see a lot of experienced service providers thinking that they're using a value-based pricing model.

[00:08:21] You know, they think that their prices are based on the outcomes and results. The value of the outcomes and the results that clients can create. But what they don't realize is that the way they're structuring their proposals and the way that they're making their offers are framing up a cost-based decision for their clients rather than a value-based one.

[00:08:43] Setting them up to think, well, why is this person charging so much more for this same thing as this person over here? And so it's like glasses, right? You can have a different prescription in the exact same frames and. The outcome will be [00:09:00] completely different. You can put the same prescription in different frames and someone's face will look completely different.

[00:09:06] If you're using the wrong frame for your proposal, pricing will always feel hard and you'll always feel like you have to just do more or be better to justify the price. And that's why I always say you're just one proposal away from making the money that you really deserve to be making. When you change the frame of your proposal, everything else changes.

[00:09:28] So to understand why, how you frame your proposal has such a huge impact on how much you can charge for the same services you are offering, or the same services someone else is offering with the same skill level, and same, you know, tools at their disposal that you have. It's important to understand a little bit about pricing psychology and behavioral economics, and how your own money mindset influences your pricing and your income.

[00:09:55] So we all have our own belief system about the way money works in the world, [00:10:00] and these beliefs are formed over time. Starting very early on in our childhood, and then they get solidified based on how we're raised, what our parents taught us about money, et cetera. And I call these these belief systems pricing paradigms.

[00:10:16] And so we walk through the world with our own pricing paradigm, looking at money through our own lens of our own pricing paradigm. And we very often don't even realize that there are other people. Who think of money in completely different ways than we think about it, including our clients. We just walk around thinking that money works a certain way.

[00:10:39] That's the way the world works, and everyone else thinks the way that we do, but that's not actually the case. In my work with women, web designers and service providers, over the past 10 years now, I've identified three pricing paradigms that are really common. And like I said there, it's all [00:11:00] depends on your worldview and how you were raised.

[00:11:02] So if you're like me, who was raised in the Midwest by a single mom with three kids who was always robbing Peter to pay Paul as she put it, whose default answer to everything was. Nope, we can't afford it. Then it's very likely that you look at the world through an expense or employee mindset where there's.

[00:11:22] A certain amount of money that you can make that's limited by your time someone else gets to decide all of that, and because the only way to make more money is to exchange your time for it and then wait for that time to be passed to be paid on a someone else's schedule. Then when you spend that money, you're now looking at how much less money you have, and your default operating system becomes conserved.

[00:11:48] Money. Spend time and money becomes more valuable to you than time. And so my mom would always tell me, if you wanna go to college so you can get a better paying job, you're gonna have to figure that out [00:12:00] and figure out how to make it happen. 'cause we can't afford it. And that's where my hustle mindset came in.

[00:12:05] If I work really hard, if I get good grades, if I get some scholarships and work to put myself through college, then not only like I figured out, I can hustle to get the things that I want, I can, I also figured out that I can raise the value. Of my time. The value of my time goes up now. Like the more skilled I become, the smarter I become, the more valuable my time is.

[00:12:28] Sign me up. Yes, I will be the best employee you have ever met. I will take on more and more responsibility. I will climb the corporate ladder in exchange for more money. So hustle mindset tells you to work really hard, upscale, constantly get better and better, be liked to be the best. If you're the best, you can charge more than the people who don't have as much experience as you.

[00:12:50] And you spend a lot of time proving yourself, differentiating yourself from the competition. But you could also get stuck in hustle. People pleasing perfectionism [00:13:00] and burnout. But did you know that there are people out there who don't view money as a construct of time at all? These are the magical unicorns who are like, money is created through value, and value is the perceived benefit.

[00:13:17] Someone gets an exchange for whatever they get up, give up, meaning like it's not just my time that creates money. My ideas can be valuable and create money. Assets that I already own can be valuable and create money. But the key word is perceived, meaning their perception. It's not about you, it's about them.

[00:13:40] And they are trading money for a benefit, a perceived benefit that they value. And that benefit is usually more money, more time, more freedom, more capacity, more impact, more flexibility, more enjoyment, relief from mental or emotional stress, or whatever [00:14:00] benefit they're seeking. And these magical unicorns are what I call investment minded people.

[00:14:07] And they typically value their time more than they value money, and they spend money on creating more time. And it has nothing to do with how much money someone has in their bank account. You can be investment minded and not have the same size bank account as someone who's expense minded. But when you're expense or employee minded, the way you think about value is money is the most important thing I have.

[00:14:34] So when you are interacting with clients, you're projecting that onto them and you're like the most important thing. That I can do is make, I have to save them money. I have to make sure that they hang onto as much as of their money as possible. I don't want them to ever waste any money because money can be wasted and time you can't get time back.

[00:14:56] So if you're operating your business from an [00:15:00] expense mindset, you're constantly worried about making sure you don't charge too much, and that you don't harm your clients by taking money from them. When you're hustle minded, you're thinking. I am the value they're buying me and my skills, so I better make sure I'm the best value that they can buy.

[00:15:19] And then you spend all of your time hustling, overdelivering, upskilling, learning more and more. Never thinking that you know enough because you have, you think they're buying you, that you are the asset. But when you're investment minded, you're thinking, I offer something. Information, a service that can help them create more of what they want in these areas and the value to them of saying yes to that is extremely high.

[00:15:49] But the cost to them of saying no is extremely higher than that. What they're missing out on in the future by not moving forward is very high. So when [00:16:00] you are looking through an investment minded lens at your client. You're looking at, like what can they create as a result of working with me and what are they gonna miss out on if they don't move forward?

[00:16:13] So in any sales conversation, there are two pricing paradigms at play. Your pricing paradigm that you're coming into the conversation with, and your client's pricing paradigm that they're coming into the conversation with. And all of us have all three of these paradigms in us at any given time. We're expense minded about some things by default.

[00:16:37] We're investment minded about other things by default. And it just depends on the situation. Like we're investment minded about going to college and paying for college because society has taught us to be that way. Right? Oh, you pay for college now, maybe you take out loans. Maybe your parents paid for it.

[00:16:54] Maybe you work your way through. But you're gonna get your money back from that is what we're taught. [00:17:00] Whether that pans out or not is a whole nother conversation. We're hybrid minded about our corporate jobs. You know, if we just get better, faster, more experienced, the value of our time goes up, we'll get paid more.

[00:17:12] But we can be expense minded about our day-to-day spending, right? If I spend money on this latte, I'm gonna have less money in my bank account, so I better save. Well, your prospects also have all three of these paradigms going on in them at any given time, and it's just really important to know that pricing paradigms aren't fixed, but also you as the person making an offer, has much more influence on your prospect's decision than you might realize.

[00:17:42] Question for you. Do you ever ask your prospects about budget? Okay. This happens in a lot of different ways, but the most common ones are on the book, a consultation or call form on your website. Maybe you have an open-ended question that's what's your budget for this project or these [00:18:00] services?

[00:18:00] Or maybe you have some. Price ranges they can choose from 'em. Maybe you have starting at prices listed on your website. Ask, or you ask what their budget is for SEO services on the consultation call, and it makes total sense on the surface, like why waste your time on a consultation or proposal if the prospect can't afford to work with you anyway.

[00:18:21] Okay, but what you might not realize is that you're unintentionally setting a low price anchor and speaking to their expense minded version of them first. Okay. There's a basic rule of pricing psychology that says the first price a prospect sees or hears becomes the anchor, which means that every price they see or hear after that is compared to that first price.

[00:18:44] So when you say things like prices start at, or what your budget, you think you're just gathering information to see if you're a fit and to see if you can match your, you know, prices to what their budget is like. Pretty obvious, but what you're. Un what you're [00:19:00] actually doing, and you don't even realize it is that you're setting the price anchor.

[00:19:04] You're creating that point of reference, and now every option of price you give someone is compared to that first option. So I want you to think about gas prices. So I bought my dream car that I've been dreaming of since I was 16, and I waited 25 years to buy it a Jeep Wrangler, and I bought it in the summer of 2020.

[00:19:26] And when I bought it. Gas prices for the low grade that it takes. Were about $2 a gallon where I live here in Columbus, Ohio. And then two by two summers later, prices were up to $5 a gallon. So that was like go end of 2022. Going into 2023. I know you've all experienced a big jump in gas prices in your lifetime.

[00:19:50] There have been several notable periods and how do we feel? When the price of things like gas or even eggs rise, [00:20:00] we feel like the sky is falling, right? Worried, panicked, like we can't afford anything anymore. We start hoarding our resources. It is literally a primal survival response from our brains.

[00:20:14] This isn't just like panic for panics sake, our. Brains go. Resources are reduced. The cost of things are more I'm, I need to conserve. So when your prices start low, when you unintentionally set a low anchor and then go high, you're unintentionally triggering that primal hoarding instinct that we all have when we feel like we can't afford anything anymore.

[00:20:41] And so what I see happen is service providers. Setting a low anchor with starting at prices, modeling your packages and pricing after what you see, like software as a service companies do, or large [00:21:00] agencies do. And you end up setting a low anchor with starting at prices or packages that go up in prices.

[00:21:06] They go up in features. And you're unintentionally triggering that primal hoarding instinct in your prospect, even if the value of what they're getting is increasing as the price rises, which again, it takes our higher level thinking offline when we have this hoarding instinct triggered. A fear like our body releases hormones, fight, flight, freeze, or fa is the result.

[00:21:31] So adrenaline and cortisol come online and it takes our higher level thinking offline, and that higher level thinking is required for us to even think about the future and how much we might gain or what it's costing us to part like to not move forward. We can't even think about temporarily parting with some of our resources.

[00:21:53] For our future gain or what it's costing us to do nothing, right? Because our higher level thinking has [00:22:00] literally been taken offline by adrenaline and cortisol. And so anchoring low primes, expense minded decisions. So when we feel fear, we wanna get to safety and. Uncertainty to our brains in that state is unsafe.

[00:22:20] So we want to maintain status quo when a fear response is triggered. And what that looks like is your client wanting to negotiate. That's Fight Price Shop. That's also Fight Ghost You. That's flight, freeze. I can't afford it. That's outta my price range. Or Fawn. People pleasing. Let me think about that and get back to you.

[00:22:42] And then they never get back to you. And then you think it's your price, right? So what happens is when you anchor low, less sales at lower prices, less higher ticket items sold, more lower ticket items sold, and at a lower price than you'd [00:23:00] be able to sell it for you if you anchored high more sting. So your opportunity here is that if the first number seen, heard, or said becomes the anchor.

[00:23:11] Then let's anchor high in the value of the outcomes that your clients can create as a result of working together at the highest level outcomes that are meaningful to them, that are possible for them, and that are a result of what they'll be able to create in their business and their life from working with you.

[00:23:31] And because you are a person of integrity, and I know that because you're here at the SEO Surge Summit, you're a lifelong learner because you wanna learn everything you possibly can to give your clients the best opportunity possible. And while you cannot guarantee results, no one can. You can guarantee that you'll do everything in your power to do your part, to give them the best tools and circumstances for success.

[00:23:57] You can quantify that [00:24:00] value. And so when you anchor high in value and you start high, and then you come down from there, it creates a totally different physiological and psychological experience for your client. So bought my Jeep at $2 a gallon. Prices shot up to $5 a gallon. Sky's falling, right? Every, everyone feels it.

[00:24:28] I went to fill up my Jeep the other day. I was preparing for this presentation. I was like, huh, prices are $3 a gallon, and I think nothing of it, right? I feel relaxed, relieved. I don't feel like I have to hoard. They're still higher than they were when I bought my Jeep, but prices have come down. When prices go down.

[00:24:51] That means we're not parting with more of our resources. Our higher level thinking is still online. And so when you [00:25:00] anchor high first in value of outcomes and results and then in numbers, and speak to the investment minded version of someone that lives in your prospect first, 'cause it's in there. They might not make an investment minded decision at the end of the day, but I'm always gonna speak to this person first as part of them first.

[00:25:22] Okay. Not only do we not trigger that primal hoarding instinct that usually has a side of fear response along coming along with it that has people negotiating price shopping, then ghosting or the, let me think about it. I'll get back to you. Irish goodbye. Like Then what does that result in an entirely new way of making a decision?

[00:25:46] It's no longer a money today decision. Hoarding my resources, making sure I have enough decision. It's a do I value these future outcomes decision? And what does that result in? More [00:26:00] sales at higher prices. When you anchor high, you can expect 80% of people to choose that mid-level package, and you can charge more for it when you anchor high, when you present the package with the most value first in terms of what they're gaining.

[00:26:21] In terms of more time, more money, more capacity, more satisfaction in both their life and business, plus showing them what it's costing them not to go forward at the highest level and then you go down in value. Now they're focused on what they'd truly be missing out on in the future as value being removed as the price goes down.

[00:26:47] And not in a gross bro marketing, FOMO way to get people to buy things they don't need in a very empowered way that's not triggering fight, flight, freeze, or fawn. Having [00:27:00] people come, having their nervous system come to their defense with objections, and then you being pushy, sleazy, and salesy to try to overcome those objections.

[00:27:13] It's about not triggering that response in the first place so that I, as a empowered adult who can make my own decisions about my business, can make the decision of, in this circumstance, do I value my time or my money? Do I value the future cost of not doing this over the cost of spending my time doing this now?

[00:27:39] And you're just allowing me as an empowered adult to make my own decision. It's not a, it's not a manipulation. It's a empowered, authentic choice. And so this is how most service providers frame the decision to work [00:28:00] with them. They anchor low, they in prime expense mindset, they. Are trying to justify the cost based on the features and deliverables that are in the in the package.

[00:28:14] And it costs, it has them leaving thousands and thousands of dollars on the table. When you anchor high, you're framing up an entirely different decision than everybody else is giving their clients, which is why you can charge so much more and still. Provide the same actual surfaces. So when you anchor low and you're selling deliverables and you're priming expense mindset, it results in these challenges that we talked about earlier.

[00:28:48] You're capped by your time. You're being compared to everyone else. Who else can I get these deliverables from? At a lower price and it's volume. Your revenue is capped by volume either way. [00:29:00] It's either more clients or more deliverables, or more team, more complexity. I, when you anchor high, everything unlocks.

[00:29:11] Everything changes and the results is leverage. You make more from the work you're already doing just by changing how you're putting the decision in front of someone just by changing your proposal. So for about 10 years, I've been teaching this strategy just to the women web designers inside of my web designer academy.

[00:29:34] And about nine months ago I started teaching it outside of the Web Designer Academy in spaces that I was invited to speak in. And I'm seeing. It's really interesting to see how this strategy plays out in all different types of service-based industries. One of my friends who tested it out told me that she just [00:30:00] had a client enroll at her highest level of SER service ever.

[00:30:04] Pay the most she's ever charged. So she's a consultant for women real estate investors and other high achieving women who want to level up. And so she said, I just enrolled someone in a $15,000 package. It's the highest package she's ever sold. Before she was selling it for 7,500. So she doubled her prices.

[00:30:24] Host of the SEO Surge Summit. Sam was at an event that I, talked about this strategy at last spring and he being the. Amazing person that he is, just walked away from that and implemented the strategy right away. And he sent me a few messages now of proposals that he's closed, but this was the first one.

[00:30:50] Just about a month. After I walked them through the strategy at this conference where he said, I just closed a $1,200 a month local SEO client by anchoring high, [00:31:00] and he most recently told me that he landed a $16,000 pay in full local SEO package. It works. It works across types of services and industries, and you're truly just one proposal away from making the money that you really wanna be making.

[00:31:17] We call our proposal framework for value-based pricing and anchoring high, we call it a package matrix, and it infuses sales psychology and behavioral economics into your proposals so that you can get more yeses at higher prices without changing anything else about your business or your offers or anything like that.

[00:31:38] And like I said, I've been teaching this. In the Web Designer Academy for 10 years, and I've taught it to tons of service-based businesses by now. Yes, your traditional creative and professional service providers, coaches and consultants, but a ballroom dance studio uses this strategy now, a perfumery, a painting company, and these are all [00:32:00] really fun examples.

[00:32:02] A package matrix is so much more powerful than just helping you get more clients at higher prices when implemented correctly. What the package matrix strategy allows you to do is safely test price increases and premium pricing, set boundaries with clients, and prevent and manage scope creep and service creep.

[00:32:24] Service creep is when the scope doesn't change, but you're putting more and more work into the project or the client's really demanding, right? So it helps you prevent that service creep and it helps you increase your revenue without adding time or team. It creates leverage for you in this.

[00:32:41] Is so important for people who are already at capacity and maybe they want to add to their team, but they don't know that they have the, like the revenue to do that isn't clear. So your first step is to restructure your offers so that the deliverable isn't dependent on your time. [00:33:00] It's dependent on the outcome the client is able to create as a result of that time, and that creates.

[00:33:05] Leverage for you to make more, and then you can use that to bring on team and help you grow, right? It really helps you stay outta your client's wallets. So stop worrying about how much people, how much money people have, and let them decide what they value most. It keeps you out of expense mindset when you're making offers.

[00:33:26] So even if expense mindset isn't your default operating system, something weird happens to us. Your higher level thinking can come offline when you're worried about selling and you go right into expense mindset trying to save your clients a bunch of money. A package matrix stops you from doing that.

[00:33:42] It stops you from undercharging over delivering and overworking. When you structure those options to be profitable and sustainable for you at every level, and it helps you raise your client. Prices with current clients in a really sustainable way. So a lot of the web designers that come to work with us, they have these [00:34:00] what we call legacy clients that they've been charging the same amount for forever.

[00:34:03] 'cause that's what they charged them when they first brought them on as a client 10 years ago, and they feel bad about raising prices. So our package matrix strategy helps you increase prices with current clients in a really sustainable way too. If these are some of the problems that you're experiencing, that you are scared to raise your price, that you have boundary issues with your clients, that you're, you've hit that capacity, that you're constantly in your client's wallets during the sales process, that you're undercharging, overdelivering, and overworking, and you've got a ton of old clients that take up a lot of your time, but you're not making as much as you should be making 'cause your prices are higher now.

[00:34:46] There are a couple ways that we can move forward. So I have a freebie for you. It's called the four Rules of Package Matrix, and this is the first way that you can get started [00:35:00] implementing package matrix in your business. It's going to take everything that we talked about today and just give you a checklist so that you can start just.

[00:35:09] Tweaking what you're already doing to implement some of these rules that I've talked about today. And so that'll just get you started. So you can go to web designer academy.com/the four rules, the number four rules, or scan that QR code here. And it's just a quick document that's gonna give you the four rules of the package matrix that you can start incorporating in your proposals today to start making these shifts.

[00:35:36] They're the same shifts that April used to land a $15,000 project. She said, I landed a $15,000 project before I would've charged around 5,000 for the same thing. It's wild to think about, 'cause I really didn't change the deliverables. The only difference was how I packaged it and presented it, and they didn't even blink at the price.

[00:35:56] So April used our [00:36:00] end-to-end package matrix method that we used to only teach. If you joined the Web Designer Academy and because the Web Designer Academy is a group coaching program only for women web designers, men couldn't get their hands on this strategy. Anybody in any other industry couldn't get their hands on this strategy up until now.

[00:36:22] For the first time ever, you can get your hands on our self study package Matrix method course recently updated for 2026 to include industries and services other than web designers. So I hosted a live two day workshop just for. Service providers outside of the web design space to help them package matrix their offers.

[00:36:48] And this self-study course not only teaches you the entire package matrix method and walks you through how to package matrix your current offers, it also gives you our entire [00:37:00] end-to-end anchor high sales process that so that you know how to authentically anchor high from the very first interaction with your client.

[00:37:08] All the way through to closing the sale, and right now through March 31st, just for SEO Surge Summit attendees, you can save 50% on that self-study course when you use the code surge at checkout. So imagine if you could triple your price on your next proposal like April did it's time to make the move from volume-based pricing to value-based pricing.

[00:37:37] Even if you think you're using value-based pricing, your proposal not, might not be setting up the decision that way for your clients. It's time to stop making pricing decisions based on how much you think. Your clients can afford or how you compare to other people providing the same service for you, or how much expense minded clients have been paying you up until now because you never gave them a different [00:38:00] decision.

[00:38:00] And it's time to stop providing first class levels of service at bargain basement prices, and it's time for you to stop deciding for your clients what they most value, to give them options and anchor high and let them decide. Thank you so much for hanging out with me during my presentation. And you can reach out to me anytime atShannon@webdesigneracademy.com, shannon@shannonmodern.com.

[00:38:31] And like I said, if you're a woman web designer and you're interested in working with us, you can go to web designer academy.com/programs. Thank you so much, and I'll see you in the SEO Surge Summit Community. Bye.