



Be Bold. PLAY BIGGER.™

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## Pricing Template

### Step 1: What is the value for the client?

Tip: Focus on the value of results to your clients over time in the different areas of their lives. What's the cost to them of not working with you?

### Step 2: Decide what it's worth to you

Tip: What's the lowest price you'll accept for your time and energy? What's the highest point? What are your own costs of being in business?

### Step 3: Pick a number

Tip: What is the first number you think of? Next, what is the highest number you can imagine yourself charging? Your new price lies between the two.

