



Pricing Your Products and Services Effectively for Success

"Price is what you pay. Value is what you get."

Warren Buffett

One of the most difficult things that Coaches face is figuring out what to charge for their services. It's a huge obstacle and hard to overcome. What do you charge for your products or services? It's not an easy question to answer, but we are going to talk about some methods that will help you not only pick a price but pick the right one.

No matter what you're selling, price is important. You may be losing revenue you could be earning by under-charging for your products or services. Or you could be losing clients and sales by charging too much. Pricing is the one thing that has the biggest impact on the sustainability of your business.

Also, a lot of coaches don't consider expenses when determining how much they should be charging. Things like:

- Training and certifications
- Continuing education and research
- Platforms/Monthly Subscriptions
- Computer, equipment and materials
- Telephone and zoom meetings
- Payment delays (when clients don't pay when they should)
- Time (probably the biggest expense)

An effective price strategy will not only help you sell your products or services in the short-term but will also increase your profitability over the long-term. The key is to understand the fundamentals of pricing and what value you offer to your target market.

Pricing products and services effectively helps you to meet your financial goals and scale your business. If you don't price them effectively it can lead to a lot of struggle in your business. Let's dive in!

To Your Success!

Coach Cheryl



Determine Your Ideal Client

The first step in creating a sound pricing strategy is to get really clear in who your target market and ideal clients are (you knew I was going to say that right?)

Keep in mind you can't please everyone. It's not even possible to target everyone. Many coaches don't create an avatar because they mistakenly believe that their products appeal to anyone.

However, when you define your target, you can then figure out exactly how to tailor your marketing message, boost your appeal, brand your company, and set prices accordingly. When you know who your ideal client is, you can understand how they feel about your business, and tweak your strategy as you go.

Enter Your Ideal Client Avatar Below:



Finding Your Competitors

Now that you know your customers, it's time to get to know your competitors. It's necessary to know what your competitors are doing so you can distinguish yourself from them and price your services effectively.

When seeking out competitors, you need to find not only existing competitors for your target market, but also keep an eye out for possible new competitors. The competitive landscape is always changing. Places to look for existing competitors includes:

- Your local Chamber of Commerce
- Press reports
- Market Research - live or surveys and questionnaires
- Internet search for similar products and services
- Emails, Flyers, brochures and other marketing literature that have been sent to you
- Products or services similar to yours
- Existing clients

Make a list of 5 potential competitors to research. Try to identify only those that are competing for the same customer base as you are.

- 1.
- 2.
- 3.
- 4.
- 5.



Competitor Research Questions

Answer the following questions for each of your main competitors:

How does your competitor market to its customers?

- 1.
- 2.
- 3.
- 4.
- 5.

What are your competitor's prices like?

- 1.
- 2.
- 3.
- 4.
- 5.

What unique value does your competitor offer?

- 1.
- 2.
- 3.
- 4.
- 5.



How does your competitor package their products or services?

- 1.
- 2.
- 3.
- 4.
- 5.

Where on social media are they hanging out?

- 1.
- 2.
- 3.
- 4.
- 5.

How are they marketing their products/services/programs on their website?

- 1.
- 2.
- 3.
- 4.
- 5.



Package Your Services

When putting together packages think about what you can add to your coaching program that will add value for the client. What will help them get to the outcome your service is designed for? BUT you don't want to give away the house with the horse so to speak. It isn't about giving them everything but about adding value without undervaluing you or your product.

Unlimited Email Access – This sounds like a lot but rarely do people take advantage of this, especially coaches. You might get 1 or 2 emails a month.

Facebook Group – Daily interaction with you and others on the program for inspiration, to clear obstacles, interact with others who are in the same business.

Monthly Membership – An area where your clients get tools, inspiration, graphics, audios or videos in your niche.

Templates, Blueprints, Checklists, Strategies etc. – Prefabbed resources to help them without having to start from nothing.

Resources – Lists, Websites, Books, Podcasts etc. – These are recommendations to help your clients with either specifics to your group or to help with balance in their lives.

Limited Time Bonus – Adding in a special bonus or two if the client signs up or completes an action by a certain date can add a ton of value to a program and help sell fill it early.

Determine Your Pricing

When building a business there are 3 ways to compete:

- **Price** – this is the “Walmart model” and should never be an approach for a coaching business.
- **Quality** – this is the “Cadillac model” or the “Starbucks model”. A premium is paid because of the experience that is created for the client. This is the model for coaches that are paid what they are worth.
- **Convenience** – this is the idea behind bottled water or some of the coaching tools you may be using to make your business easier.



1. Get clear on your value. If you are struggling with this, answer these questions about an ideal client that you have worked with.

- What did your client gain from working with you? What change did they experience?
- If your client had not worked with you what would be different for them?

2. If you are in the beginning of your coaching business you may start with a \$349 per month coaching package where they get (2) 30 – 45 min. coaching calls with you a month and unlimited email contact. You want to sell this with a minimum of 3 months commitment. You have a pre-pay discount if they want to pay in full of 10%. Monthly payments are higher because it takes more time to process and usually the fees from your processor are per transaction, so you are paying more for those 3 monthly payments than you are for the full pay option.

3. As you build out the different engagement periods keep in mind the longer someone contracts with you the more value and savings the client gets. As you get more clients you can add in group activities such as group Q&A calls, Facebook groups etc.

4. If you have been coaching for a while and are more confident in your value you could be charging anywhere from \$500 to \$2,000 per month depending on the values you are giving to your clients.

Take all of the information you have gathered and create two packages and price them. Bring them to the group for feedback

Package 1 – Price

Package 2 – Price

