

THE 8 FACTORS TO CONSIDER WHEN PRICING YOUR OFFER

1. Urgency of the Problem

- This needs to be a very important problem that needs to be solved. If your client can live with the problem they currently have, they will not buy.

2. Your Positioning

- People need to trust that what you are promising is possible. This is done through testimonials, client success stories and your own journey. It's also done in the way you show up to your audience and your leadership skills.

3. Number of Features

- Increase the number of features in your program to increase the perceived value. Features include things like Zoom calls, email access, Voxer access, the number of coaching sessions, workbooks, PDF templates, workshop tickets, etc.

4. Program Length

- The longer the program, the higher the perceived value but for some niches your client may not want to wait a prolonged period of time to get results. We need to consider your audience and what they are looking for, how much time they have and what they are willing to put into your program. We also need to think about how long your client calls are and how frequently you meet with them.

5. Perceived Value

- Your perceived value itself is going to help you with your pricing. If you have a lot of high-touch features, then the perceived value of the program increases. High-touch features include 1:1 work (access to you, live event where they can meet you in person) in addition to a recorded program.

6. Your Branding

- Find a graphic designer that you can build a relationship with because quality graphics matter when it comes to building your online business. When you have images and graphics that captivate your audience, you are strengthening your positioning as an authority in your industry.

7. Your Confidence

- Be sure that your confidence matches your price. If it doesn't, work on increasing your confidence before you even think about lowering your price. Step into and become the person who has greater confidence in what they are offering so that you can get a higher price for what you're offering.

8. Program Comparisons

- Programs are perceived as expensive or cheap based on what you compare them to.



PLANNING OUT YOUR 8 FACTORS FOR PRICING:

1. Urgency of the Problem

2. Your Positioning

3. Number of Features

4. Program Length

5. Perceived Value

6. Your Branding

7. Your Confidence

8. Program Comparisons

RECOMMENDED INVESTMENT LEVELS FOR PRICING YOUR ONLINE PROGRAM:

- For **1:1 Coaching or a Group Coaching program + course**, the range is between **\$1,000 and \$20,000**.
 - If you are not yet charging \$1,000 we want you to aim for charging that price.
- **The phenomena behind your pricing ending in "97"**
 - It was discovered in retail that the price appeared lower when charging 3 cents less. It is also a pricing structure that people are used to seeing in the coaching industry.
- If you have **low confidence in the 8 factors** mentioned above, your lowest ticket offer would start at **\$997**. Then, your next tier offer would be **\$1,997**.
- If you **feel good about the 8 factors** mentioned above, your lowest ticket offer would start at **\$1,997**. Then, your next tier offer would be **\$2,997**.
- If you're **feeling more excited about the 8 factors** mentioned above and you understand the value and benefits of what you're offering, then consider pricing your offer between **\$3,997 and \$5,997**.
- If you're feeling **super confident in each of these 8 factors** mentioned above, then consider pricing your offer between **\$6,997 all the way up to \$19,997**.

REMINDERS WHEN IT COMES TO PRICING YOUR PROGRAM:

1. This gives you guidelines, but you get to charge anything you want.
2. This is an experiment, don't try to get it right the first time.
3. Your price will change when you have more information. Just choose something and let's sell it!
4. It's essential that you feel your program is an absolute no-brainer and your people would be crazy to say *no*. If you don't feel that way, take a look at the 8 factors to see which ones need work or lower your price if you must.
5. Keep in mind, you don't have to make a fortune on your first program or launch.
6. You want to make sure that you charge enough so that you don't feel drained and resentful when you're creating and fulfilling your program.
7. The recommended price ceilings are based on pricing psychology.