

## How to Price Your Irresistible Program

### Step 1: What is it worth to your client?

1. What is the financial cost of a client not making a change?
2. What is the emotional cost of a client not making a change?
3. What is the financial return on investment of working with you?
4. What is the emotional return on investment of working with you?

#### Tips:

- What is the value of what you are offering worth to them over time?
- What is the potential return-on-investment for a client? I use a benchmark of a client being able to get a 200-300% return on investment when pricing, whether it be a 30-day program or a twelve month program.

### Step 2: Decide what it is worth to you.

- What is your time worth to you?
- What's the lowest price you'll accept for your time?
- What's the highest price – your stretch point?
- Add 20% to 50% on top of what you normally charge.
- Consider costs of delivering the service and your overhead for operating your business

### Step 3: Pick a number.

- If you're focusing on results, this number is going to be higher than you are used to charging!