



**PRICING
YOUR
SERVICES
LIKE A PRO**



What service provider doesn't want to command healthy, generous, impressively deserving rates — without wondering whether or not she's charging too much, or too little — or inadvertently shooting herself in the foot with every client she lands? Not you!

This cheat sheet walks you through the surefire trifecta to price *your* services like a pro.

1. Calculate.

Most business owners take a well-meaning stab at trying to guess their value — “I’ll price this at...**consults Magic Eight Ball**... \$500.00(?!)” But the clammy, icky, nobody-loves-this-part truth is this: If you’re guessing, you’re already losing.

A pricing pro doesn’t throw her fees against the wall to see what sticks.

In order to be able to sell what you do, you have to understand what it’s actually worth — and the role it plays in your overall business model.

2. Communicate

We tend to see what we *are* earning instead of what we aren’t.

But if every client you accept actually loses you \$5,000 — then over the course of a year that could very well be a minimum of \$60,000 in free oh-sh*t money that you’ve accidentally just let slip through your fingers. Not because you’re foolish or ill-equipped, but simply because you were having the wrong conversation.

You may be inadvertently positioning your value in the wrong way altogether — *because the way you present your cost is just as important as the cost itself.*

You need to formulate and express your unique value with clarity and effectiveness.

3. Command

You must believe how much you say you're worth.

While part of the issue stems from a lack of confidence in asking someone else for the money, the other part happens way before you even get to that point. That challenge is this: not understanding your value in the first place

Most women are either out of touch with — or too modest about — the real value they offer. As a result, we've got some of the world's most talented, smart, with-it women, out there charging pennies on the dollar for what they really should be making.

The hard pill to swallow though — is that most women have built their entire (admittedly shaky) business around nothing more than conjecture — and a jellylike understanding of their value.

You might have a fuzzy sense of it — but not the real deal language — and the *knooooowing* that goes with truly nailing your ability to calculate, communicate and command what you're truly worth.

What if you were able to earn 2x, 5x, 10x more — just by making a few simple tweaks to the way you sell yourself? And what if you didn't have nightmarish cold sweats, just at the mere thought of getting on the phone with a prospect? And what if you were confident about the way you were positioning your services so any price you asked felt reasonable? Natural? Elicited the YES?

The secret is in three little words:

UNDERSTAND, ARTICULATE and OWN what you bring to the table.

Nail those three things — and you'll command ambitious money for the work you do — without flinching or (woefully) being taken for small potatoes, ever again.

That's exactly why I developed **Unshakable** — a surefire three-pronged approach for service providers to understand, articulate and then own your value — without shrinking, softening or minimizing your smarts in the process. Learn more by clicking the bright pink button below. 🤔

BECOME UNSHAKABLE

Not only will you finally be able to stand with confidence in your pricing (because you'll have a logical, sound argument for every cent you charge), but you'll receive less pushback from clients while earning far more revenue for your offers, too.

***I'M ALL ABOUT: GETTING
REAL ABOUT WHO YOU ARE
AND WHERE YOU'RE AT—AND
THEN FIGURING OUT HOW TO
REINVENT YOUR BUSINESS
THE HUMAN WAY.***



I'll see you over there!

BECOME UNSHAKABLE

Carolyn

Carolyn Herfurth
Business Coach | Keynote