

Pricing

A great way to determine the price of your product, program, or service is to reflect on the value that it is bringing to the people you will serve.

What are some of the concrete benefits that my client/customer will receive as a benefit of working with me?

For example: If you are a caterer, your client may receive delicious, safe, hot food at their event.

What are the abstract/intangible benefits that my client/customer will receive as a benefit of working with me?

For example: If you are a caterer, your client may experience the satisfaction of less stress leading up to their event knowing that professionals are taking care of all of the food in a professional, friendly way.

Based on the value you discussed above, along with what is involved on your end (set-up, preparation, time, etc.) what are some investment levels you should consider for your clients?