



PRICING FOR PROFIT \$\$\$

These notes are designed to accompany Bernadette's

facebook **5 Lives**

Series. To access more detailed training on your Pricing Sweetspot

<http://online-profits-university.com/price-for-profit>

Find Your Product Pricing Sweet-Spot

#1 The one question about pricing that could triple your revenues (just like I did)

- **YOU have the POWER - you get to choose how much money you make.** You are not at the mercy of your competition, what you think your clients or the market is willing to pay. You have way more power in this than you realise!
- **There is a pricing spectrum** where you get to choose where you want to “play”. If you want to be at the super high-end or the premium price end of the spectrum, you can go there. If you want to be in the bargain basement – that’s your choice. But you need to be making the choice consciously and not by default.
- **Know the true value of what you’re offering.** Finding your product pricing sweet-spot has a lot more to do with what you feel you’re offering is worth, rather than market conditions.
- **The one question** that could triple your revenues (as I did mine) is ... *“How much money do YOU want to make from your product, service or program?”*
- **Pricing needs to be reengineered** based on your business goals and the value you’re providing.

#2 Seven Pricing Myths

- **Myth Number 1:**
Lower Prices Mean More Sales
- **Myth Number 2:**
You Need To Keep Your Prices Low Until You're Established, And Then You Can Put Up Your Fees
- **Myth Number 3:**
It's true when a customer says 'I can get a better deal elsewhere'
- **Myth Number 4:**
Price Is The Most Important Influence On A Customer's Buying Decision
- **Myth Number 5:**
If The Customer Can't Afford It, The Only Way You'll Get The Sale Is If You Drop Your Price
- **Myth Number 6:**
Sometimes You Need To Drop Your Price Or Offer A Freebie To Get The Business
- **Myth Number 7:**
You Should Offer A Discount If The Customer Is Placing A Larger Order

#3 Checklist to Determine Your Perfect Price

- What does it cost you to deliver this product, service or program to the customer

- What profit margin do you want to make on the cost of the product?

- What is the tangible value to the customer as a result of your product or service? What's the impact of your service across these 5 areas:

1. Emotionally	2. Financially	3. Spiritually
4. Physically	5. Mentally	

- What is the cost of not having your product and service?

- What is the maximum that you can tolerate receiving?

- How many customers do you want to serve at what price-point?

#4 How to Handle Price Objections

- **Price objections usually fall into one of two categories:**
(i) Budget OR (ii) Value Sometimes it's the budget, sometimes there's a gap between the perceived value of what you're providing and the price.
- Close the gap by educating your clients on the true value you are offering
- What's your juiciest price objection that you brought to the FB 5 LIVE for Bernadette to answer? Record your notes here:

Objection:	How To Handle the Objection:

#5 Feel Good About The Price You're Charging

- When you're talking about Pricing for Profit – it's more about your "inner game" - you need to feel good about the price you are charging.
- If you're providing a service, it's important you're making a profit – and that profit needs to be sustainable.
- You need to have profits to stay in business. If you have something that you think can make a difference, then you actually have a duty to create a profitable business so that you can be around for a long time and make a difference.
- You need to commit to making a profit in your business.



Enjoyed my **facebook** *5 Lives*?

This is really just the 'tip of the iceberg' - I've got so much more to share with you regarding your pricing sweet spot. There's tonnes more I'll be teaching on the topic and I do hope you'll join me for my upcoming "Pricing for Profit" Bootcamp. This is a rare opportunity to work with me personally in an intimate setting. I plan

for the lessons to be interactive, with me helping you through the whole pricing for profit process. On top of that, this is your chance to receive a huge discount, as your reward for jumping on board right now. Click below to register your place.

[REGISTER MY PLACE](#)