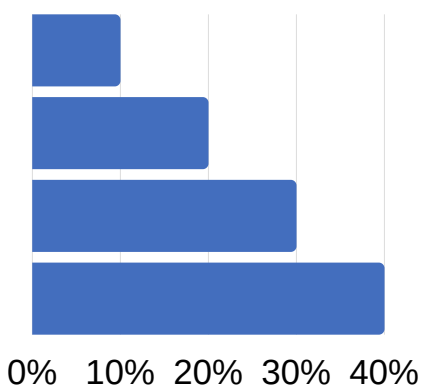


HOW TO PRICE YOUR SERVICES

As a new or even seasoned business owner, it's important to consider what you will charge your customers. Use the following guide to help it make financial sense.

CALCULATE YOUR COSTS

Whether you are a service-based or product-based business, there are costs incurred to generate your output. List them.



GAUGE YOUR MARKET

Ever heard of minding your own business? This step may be an exception to that rule. Do a quick but comprehensive search to see how businesses in your industry price their services. It can help you calculate an appropriate ballpark figure.

IDENTIFY YOUR CUSTOMER

Understand your target customer. What are they willing to pay for this product or service? Are the numbers not in your favor? You may need to adjust your target or your product.



UPCHARGE FOR VALUE

Ever heard of the mantra: *Don't charge for the time, charge for the experience?* If you are a seasoned professional or expert in your niche, tack on a little extra to your prices. As a trusted expert, your customers will happily pay for value-added products/services.

ADJUST AS NEEDED

Evaluate and re-evaluate your pricing model. This should be periodically updated, increased, or decreased based on market, personal, or customer needs. Need help? Contact us today.

