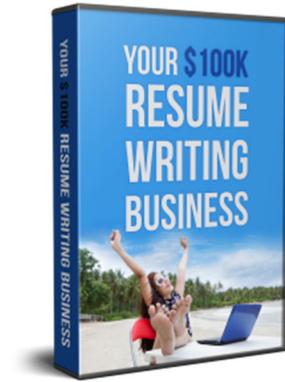


The Great Annual Pricing Re-Evaluation Checklist

Just like you re-evaluate products and services each year, so should you evaluate your prices.

You should start or end the year by taking a look at everything, but most importantly, your pricing.

Go through the following checklist of questions to determine if it is time to increase your prices. (If for no other reason than inflation, it's like time to raise your prices each and every year, and possibly throughout the year as well).



Check the following price raising indicators to know it is time to raise your prices:

- My a la carte prices no longer make me squirm and people are picking them without hesitation.
- I'm hearing yes about 80% or more of the time on the packages I'm pitching.
- I've invested in training, advanced education, or courses.
- I've invested in and used professional memberships.
- I've invested in coaching and consulting for my business and/or services.
- My overhead costs have increased due to inflation.
- Being up to date required me to purchase some new software or subscription that adds costs.
- I've earned a new certification or certifications.
- I've won an award or recognition.
- I've been published in a significant publication, written a book, or authored a column.
- I've got a client waiting list, a very long turnaround time or I've stopped taking new clients for a period of the year to catch up.
- I'm working around the clock and this pace isn't sustainable.
- I'm closing the majority of my sales but I'm still not making the money goals I set.
- Clients have told me my prices are lower than other career pros they contacted.

Just ONE item on this list justifies a price increase on your end. If you are using my consultation model you should be able to make this shift with ease. When and if you hit any resistance, remember to look at your consultation strategy before you worry that the price is too high. It is rarely your pricing and typically that it was easier for people to say yes at lower rates. Just refer back to the consultation strategy module to build or re-build that muscle.