

# Pricing

## **Price connotes value.**

- Think about your gut reaction when you see a price on something. If it's cheap, you think it's of lower quality. If it's expensive, you think it has value.
- Think about what happens when a customer is shopping around for gyms and trainers and comes across two options, with one double the price of the other. The immediate reaction is the higher-priced one must be a better service.
- This isn't to say you should price yourself outrageously high, but you should understand this psychology.

## **There is no best pricing.**

- Objectively, no one price is "better" than another. The best price is the one that makes the most sense for you.
- In order to determine the best price for you, you need to take into account the value of your time (hourly rate), the services you offer, and how much time it will take you to create and deliver these services.
- A quick way to do this: Draw a line down the middle of a piece of paper. On one side, list the services you offer: program design, training time, nutrition, shopping tours, assessments, etc. Also include all administrative and marketing duties. On the other side, write down how much time per month (in minutes) it takes you to deliver the service. Be honest. Once done, you have a realistic blueprint for how long it'll take you to deliver a package to a client.

## **Avoid the race to the bottom.**

- What if you communicate value and make a killer sales presentation, and the client still says you're too expensive? You may be tempted to drop your price, but consider that you may just have the wrong butt in the right seat.
- When a low price is your only advantage, it's just a matter of time before a competitor undercuts you with even lower prices. The race to the bottom is not one you want to be a part of.
- The majority of consumers don't want cheap. They want easy, and they want assurance that whatever they're buying isn't crap.