

Note: This pricing exercise is designed to be completed only AFTER you have read the Paradigm Shift in Pricing and Selling Coaching Book (Step 1), and you have listened to the pricing case study (Step 2). Once you have completed both steps 1 and 2, this assignment will make more sense and will get you incredible results...

So if you haven't completed those steps, please go back and do so before completed this exercise.

Ok, are you ready?

Take out a sheet of paper and answer the following questions in as much depth, and using the same concepts as I taught in Step 2:

What kind of results would someone get after working with you for 12 weeks personally? (List at least 5, preferably 10)

Next to each result, indicate what kind of impact that result could have on his or her life.

Then, assign a possible dollar value to each result.

Add up the dollar values.

This is what your coaching program is REALLY worth.

Now - can you see how you can raise your prices?

Perhaps you can double, triple, or even increase your prices by 10 times, and still have a price lower than the value of your coaching?

This exercise is powerful if done properly - if you are not having an "aha" moment - please reread Step 1, and re-listen to Step 2 - once you "get" this concept, you will immediately be able to begin raising your prices.

And once you are able to begin raising your prices, then it makes sense for you to learn how to package and deliver your coaching in such a way that clients FEEL the kind of value your coaching is really worth. And then of course you will need to learn the sell your coaching a way that reveals the true value of your coaching, and the client is not only willing to pay you for your coaching, but is literally begging you to be let into your coaching program, and willing to pay what you are asking for your coaching.

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