



Pricing Guidance

Straightforward Approach to Pricing

Your guide to shattering money mindset barriers, learning to charge your worth & pricing strategically



cristina schutz coaching

EMPOWER. STRATEGIZE. TRANSFORM.

Hello
there!

This guide isn't just a run-of-the-mill how-to; it's an empowering journey designed to align your pricing strategy with the incredible value you bring to the market. This worksheet is designed with YOU in mind, and can be tailored to any business pricing strategy from service-based to product-based you will walk away feeling confident in your pricing strategy!

Just a heads up... you will need to do
the work for it to be impactful.
you owe it to yourself!

Cristina

Your Honorary Hype Woman
Owner | Success Catalyst



What's Included

- 1. Business Reflection**
- 2. Master Your Money Mindset**
- 3. Charging Your Worth**
- 4. Pricing Guide**



Reflecting on your Business Goals, Mission, and Vision

It's essential to align your pricing with the heart of your business—your goals, mission, and vision. This foundational reflection sets the stage for a pricing strategy that supports where you're headed and what you stand for.

Take a moment to revisit the core objectives you're striving to achieve, the mission that drives your daily operations, and the long-term vision that maps out your business's future.

Mission:

Vision:



Shattering your Money Mindset Barriers

Not sure if you have any or what they are? To uncover any unconscious money mindset blocks follow the journal prompts.



Reminder there is no right answer, just allow yourself to notice any & all thoughts regarding money.

What were you taught about money growing up, and how might that influence your views now?

A series of horizontal dashed lines provided for journaling or writing answers to the prompt above.



Shattering your Money Mindset Barriers

Continued Journal Prompts

Do you feel anxious or guilty when spending money on yourself or your business? Why?

How do you react to the financial success of others? Does it inspire you, or do you find yourself feeling jealous or skeptical?



Mastering your Money Mindset

Recognizing these blocks involves introspection—once identified, challenge these beliefs by asking yourself where they come from and whether they're truly accurate. Transform them by focusing on positive outcomes and successful moments in your business.

Strategies for this transformation; can include visualization techniques, where you imagine achieving your financial goals, and affirmation practices, where you regularly affirm your worth and capability in your financial decisions. Surround yourself with success stories, especially from those who've navigated similar challenges, to reinforce the belief that you, too, can achieve financial empowerment.

From Scarcity to Abundance: By actively identifying and reframing money mindset blocks, and recognizing your value, you can shift from a scarcity mindset that focuses on limitations and fears, to an abundance mindset that opens us up to new possibilities and opportunities.



My services provide exceptional value and justify my pricing!



Charge your worth

Recognizing the value you bring to your clients is the cornerstone of financial empowerment and freedom. This recognition requires a deep dive into market dynamics, competitor analysis, and an honest assessment of your service or product's unique benefits.

Define Your Value

Define Your Unique Value: Focus on what you offer, including the unique benefits and positive outcomes your clients or customers experience.

Ask yourself, "What change do I bring to my clients' lives or businesses?"

Break It Down: List out all the components that add value to your offerings, such as your expertise, the quality of materials, the customer service experience, and the results you deliver.



Quick Guide To Pricing

The path to realizing and charging your true worth in business is not just a financial strategy; it's a deep reflection of your self-worth intertwined with a keen understanding of the market landscape



Identify Money Mindset Blocks



Challenge & Reframe Negative Beliefs



Identify Unique Value



Analyze Overhead Cost



**Research Market:
Demand & Competition**



Understand Ideal Client



Set Pricing Model



Evaluate & Adjust



Communicate Value

Pricing Guide: Strategic & Sustainable



Review previous work & answers Pg. 5-9

1. **Identify Money Mindset Blocks** Begin by reflecting on any subconscious beliefs that may be undervaluing your products or services. Common blocks include the fear of overcharging, the belief that higher prices will lead to a loss of customers, or that money is inherently negative. Acknowledge these beliefs, and recognize how they may be affecting your pricing strategy.

2. **Challenge & Reframe Negative Beliefs** Once you've identified your mindset blocks, actively challenge them. If you believe you'll lose customers by raising prices, counter that by considering the added value and quality you provide. Reframe each negative belief into a positive, actionable thought that empowers your pricing decisions.

3. **Identify Unique Value What** sets your offering apart from competitors? Is it the superior quality, the personalized service, or perhaps your innovative approach? Pinpoint these differentiators and use them to justify your pricing. Your unique value is what customers are willing to pay for.

Notes:



Pricing Guide Explained

4. **Analyze Overhead Cost** Calculate the total cost of producing your product or service. This should include direct costs like materials and labor, as well as indirect costs like utilities, marketing, and administrative expenses. Understanding your overhead is crucial to ensuring your prices cover costs and yield a profit.

5. **Research Market: Demand & Competition** Investigate the current market prices for similar products or services. Consider the law of supply and demand—what are consumers paying now, and what is the competition like? This research will help you position your pricing in a way that is competitive yet fair in the landscape of your industry.

6. **Understand Ideal Client** Who is your ideal client, and what value do they place on your offering? Understanding your clients' needs, their willingness to pay, and their perception of value is critical. This ensures your pricing aligns with the market segment you're targeting.

Notes:



Pricing Guide Explained

7. **Set Pricing Model** Decide on a pricing strategy—be it cost-plus, value-based, or tiered pricing. Your model should reflect both the cost of doing business and the perceived value to the customer. It should also support your overall business goals and brand positioning.

8. **Evaluate and Adjust** The market and your costs will change, and so will your prices. Regularly evaluate your pricing strategy against market changes, customer feedback, and financial performance. Be prepared to adjust your prices to maintain alignment with your value and market conditions.

9. **Communicate Value** It's not enough to set the right price; you also need to communicate why your product or service is worth that price. Enhance your marketing and sales strategies to highlight the benefits, results, and unique value that justify your pricing.

Notes:



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you Did It

As we wrap up this journey through our Guide to Pricing, remember, that there's no one-size-fits-all formula for setting your rates. What we've built together is a foundation—a framework designed to bring clarity and confidence to your pricing decisions. Your value is unique, and the way you price your services or products should reflect that distinct worth.

Feel proud of the steps you've taken to better understand and articulate the value you offer.

This is not the end but the beginning. A starting point from which you'll continue to grow, learn, and refine your approach. As you move forward, remember that adjustments are part of the journey. Stay attuned to your business, your market, and most importantly, your own sense of value.

If you ever find yourself seeking further clarity or needing support as you evolve your pricing strategy, know that I'm here to help. Together, we can explore deeper, tailor strategies more closely to your unique situation, and continue to build on the solid groundwork you've laid.

Keep charging forward with confidence and curiosity. Embrace your worth, communicate it boldly, and never forget that your pricing is a powerful statement of the incredible value you bring to the world.



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Learn More

