

Charge More:

Be Authentic, Raise Your Rates and
Work with High End Clients that you
Love



Module 2—Checklist: How to Outprice those pesky problem clients you would secretly love to ditch but haven't had the heart to let go yet

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I have re-examined my price-raising policies and I am committed to keeping my fees aligned to my growing reputation and rising value

I am evaluating the rates I am/should be commanding by checking off such factors as:

- How well-known I am
- Whether or not I have an email list of subscribers and an active community
- Whether or not I have an active blog and/or newsletter fans and followers

My history as a guest speaker, both online and off

My degree of visibility and activity, online and off, in my niche community

The current prices I command

My competitors' pricing structures

Demand for my services

Whether or not I have a waiting list

Whether or not I have specific, valuable client testimonials

Whether or not I own celebrity or expert authority status within my niche

Other: _____

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I have estimated as accurately as possibly how my clients perceive the value of my coaching, products and packages

I have determined the competitive coaching fee range in my field

I understand that if I price too low, I am sending a timid message about myself— and undercutting my coaching peers

I understand that if I price too low, I will be more likely to attract problem clients not yet ready for or committed to coaching

I have created a solid, price-raising strategy, using (or deciding not to use) tactics such as:

Grandfathering in existing, valuable clients who boost my reputation at their current rate

Adding value as well as raising prices—with extra resources, perks and services

I will still be making more profit by adding new services, resources and perks to my packages and programs

Offering new and different packages tailored to my clients' exact needs and preferences

Offering non-refundable payment plans

Other : _____

I am offsetting the extra handling in payment plans and providing incentive to pay all at once by making sure my payment plan final price is higher than one easy lump-payment

I have ensured this difference is pointed out to my clients clearly, so they can make an informed choice based on what works best for them

I have checked my mindset and banished or readjusted any negative self-talk to genuine positives

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I have given my existing clients—and visitors to my website—advance warning that my prices will shortly increase

I have announced my changes confidently, without unnecessary explanations or apologies

I have made sure my pricing is high enough to discourage:

Those who are not ready

Those who have not yet acquired enough experience and professionalism

Energy vampires

Other: _____

I have decided whether or not it would help or hurt my niche position if I offer lower-priced, self-serve products for those who can't afford my "regular" offers

I have tweaked or designed my coaching website to make sure it attracts exactly the type of quality, high-level client I want to work with

I have created a pre-qualifying and disqualifying contact form for my

"complimentary strategy session". Potential clients must now fill this in and submit it before claiming their session.

On my "complimentary strategy session" I have noted clearly the characteristics and criteria concerning:

- Who Should Work With Me
- Who Should NOT Work With Me

I have used niche-specific and ideal-client-character-specific action words in my sales copy, website and landing pages to attract the right clients

I have let people know, right in my consultation session contact form, that I expect them to seriously consider my coaching options at the end of the call

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I have let people know my prices, up front, to discourage those who can't pay

I understand that actively seeking to repel the wrong clients is doing myself—and them—a huge favor

I understand I will get only complaints and bad-mouthing—not glowing testimonials—from clients who cannot or will not follow through on my coaching suggestions

I am focusing on my ideal client and actively nurturing the positive energy created when I write for or interact with these candidates