

# Charge More:

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



## Module 4—Checklist:

### How to Gracefully Transition Current Clients from Your Outdated Rates to Your Brand Spanking New and Improved Pricing Structure

I have ensured that any decision I have made to “grandfather” existing, long-term clients is not based on comfortableness or timidity in raising rates

With existing long-term clients, I have explained that:

- Keeping their rates the same is a reward for their long-term business—and their hard work and results
- These rates are unique to them—new clients should expect my new fee structure

When deciding whether or not to grandfather a client, I am evaluating:

- How hard she works
- What results she is achieving
- Her value as a success example
- Her value as a current or future interview guest or JV partner
- Whether or not her growing expertise is a valuable asset to any membership clubs or groups I am running for high-end clients
- Other\_\_\_\_\_

I understand that:

- Payment Plans are handy tools to attract dream clients who otherwise
- couldn't afford me... right now

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- I am doing my dream clients a favor by making payment options available.

I have made sure my clients understand that Payment Plans are to be treated like non-refundable retainers, and will be collected at the specified fixed intervals— whether or not a client cancels or wants to put their coaching “on hold”

I have made sure clients understand my Payment Plan terms up front I have reminded them again at the end of their complimentary session

I have relieved the pressure of “closing sales” by adjusting my mindset to understand that all the “selling” has been done—I am now merely offering helpful payment or package options

I have anticipated closing questions or objections, and have decided exactly how I am going to handle each one

I have pre-decided when it is best for me to “walk away” from a client

I will resist the urge to keep pushing to “close the sale”—instead I will focus on one of the following alternatives:

- Moving on

Maintaining a positive continuing relationship with that potential client I have provided alternative options:

- Affiliate products

Lesser-priced, self-serve options

- My free, entry-level membership site
- A Facebook Group

- Other\_\_\_\_\_

I have pointed out that her investment in my coaching offers are likely to bring big returns that dwarf the investment, should she take action on our discussions/my suggestions

I am focusing on my benefits and advantages

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I am keeping an eye out for warning signs that this caller is someone I should discourage

I have ensured my programs, products and packages are not static, but are tweaked/created responsively in reaction to client input and need

I am looking for new package, product or program ideas in my existing clients':

- Wishes she expresses
- Questions she asks
- Complaints she makes
- Other \_\_\_\_\_

I am creating or tweaking offers by observing and anticipating client:

- Needs
- Growth

I am creating high-end packages, products and programs that will:

- Greatly reduce the hours-for-dollars model  
Greatly
- increase my income and profits
- Really delight and satisfy my clients  
Keep
- pace with their growth
- Other \_\_\_\_\_

I understand that wealthy clients usually like to cut right to the chase. They are interested in:

- Getting things done
- Accelerated progress
- My personal attention
- Saving time
- Results

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I am creating high-end additions to my offer roster that will help them fulfill those objective

I am creating regular high end events such V.I.P. Days and Masterminds retreats at regular intervals during the year

I have made sure the intervals are far enough apart to make these events feel exclusive and rare opportunities that can't be ignored

I am dispelling any reluctance within myself over charging high-ticket prices for V.I.P Days by:

- Dividing the time they take by my hourly rate  
Factoring in my costs and expenses
- Factoring in my experience, skills, status, et cetera
- Factoring in demand for my personal time
- Other\_\_\_\_\_

If I am using a webinar service to record and handle these calls, I am ensuring beforehand that:

- I know what country my caller is calling from I have given them any country-specific lines
- All my offers—including my high-end, big ticket offers possess:
  - A single focus or goal
  - A strong identity
  - A catchy, energizing name

I am maintaining a healthy relationship and JV-ing with former clients who are now successful and out on their own

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I have done my best to drive away time-suckers and energy vampires—and attract fun, high-level clients who will really appreciate my coaching.

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