

7 DAY PRICING CHALLENGE

DAY #6: CUSTOMER LIFETIME VALUE

Almost there! We focus on getting a client through the door but often lose focus on retaining them. You have to know the Customer Lifetime Value (CLV) in order to work out how much you would spend to acquire each client.

Step #1: How much do you charge your clients up front for “the package”?

£ _____ (A)

Step #2: How much do you charge for on going support and follow up?

£ _____ (B)

Step #3: How long, on average, do your clients stay with you?

_____ Months (C)

Step #4: Now work out the CLV → $A+(B \times C)$

A + (B x C) = CLV
_____ + _____ x _____ = _____

Step #5: How much would you spend to acquire each client?

£ _____

