

7 DAY PRICING CHALLENGE

DAY #7: SUMMARY

You made it to the last day! Congratulations!

Can you increase your prices? Do you feel more confident around your pricing yet?

Step #1: From the goal on Day #2, how much do you want to earn?

£_____,000 (A)

Step #2: What was your CLV from Day #6?

£_____ (B)

Step #3: Now take that number and divide it by your CLV on Day #6:

(A) divided by (B) = _____ (C)

Step #4: Now divide (C) by 12. _____

This is the number of new clients you need to acquire per month.

If the number looks too high, then perhaps you want to consider putting your prices up to manage capacity? If it's too low, could you lower your price to get more clients through the door? There is no right or wrong answer and every business is different, but feedback into the group and look out for the next Webinar to share your thoughts around pricing.

