

Make More Money: How to Raise Your Prices

GoSkills online course syllabus

Skill level

Beginner

Lessons

29

Pre-requisites

No prior experience needed

Video duration

59m

Estimated study time

59m 43s

Instructor

Sam Bennett

Introduction

1 Seriously. It's time.

How to Raise Rates for Your Existing Clients

2 Let's do the math
In order to raise your prices, you need to get an understanding of where you are now.

3 See what everyone else is charging
Do you know what the Market Rate is for your product or service?

4 Alienate some of those clients
Cheap clients are a total time-suck.

5 But you're so conflicted
Raising your prices means you have to face your clients.

6 What about when they pushback?
So you've told your clients you're raising your rates, and now they are upset.

What Gets in the Way of Raising Your Rates

7 Imposter syndrome and self-worth
Sometimes it's not our customers that keep us from raising our rates - it's us.

- 8 Stop guessing what they'll pay**
You may think you know, but you don't know exactly how much your customers are willing to pay for your services or products until you ask.
- 9 Establish value-based pricing**
You should always charge based on the value of your product to your customer.
- 10 Create high-end offers**
High end offer are a great way to add perspective and options.
- 11 When you're in a price-sensitive field**
When you are in an industry where the margins are narrow, and everyone is competing to offer the lowest possible price, there is still room to raise your prices.

Understanding the Psychology of Pricing

- 12 Why \$49 and \$99 are the same**
Consumers have a general "money mindset" at various price points.
- 13 Tell a story with your prices**
Most customers are engaged by a simple, compelling story.
- 14 Adding in charitable elements**
Your high end clients can not only support your lower-end clients, they can also allow you to give more back to your community.

How To Make Irresistible High End Offers

- 15 Enhance the value of your packages**
So you have a high-end package – make it higher.
- 16 Creating high-value packages**
High end offers are inherently more personal.
- 17 Creating high-value via partnership**
You don't need a huge cash flow to offer a high end option.

- 18** **How to treat champagne clients**
Keep your top customers happy and they'll keep coming back.

The Inner Game of Raising Your Rates

- 19** **Get paid in the currency you want**
You always get paid in the currency you're asking for: Maybe you've been asking for social media likes, connections, or pats on the back.
- 20** **Overcoming your "money story"**
What did you learn about money as a kid?
- 21** **Overcoming society's "money story"**
The news headlines about the economy can and will cause you some anxiety.
- 22** **How to raise your bottom line**
We all have a financial "bottom line" that lets us know if we are on financial track or in trouble.
- 23** **Change your attitude about marketing**
Marketing is anything you do to help people know you, like you, and trust you.

How to Attract (and Sell to) High-End Clients

- 24** **Identifying your ideal client**
Customers who can and will pay your higher prices are your ideal clients. Here are three simple questions to create your ideal client avatar.
- 25** **What is your client's immediate problem?**
People will pay top dollar to have their problems solved.
- 26** **Where does your ideal client hang out?**
Birds of a feather flock together. In this lesson, you'll learn how to figure out where your ideal clients are hiding.
- 27** **How to initiate the conversation**
You want to approach high-end clients a bit differently.

28 How to have an assessment conversation
When you ask powerful questions, people will sell themselves your product.

Conclusion

29 It's not about the money

[Go to GoSkills.com](https://www.goskills.com)