

How Much Are You Worth?

A Service Professionals Guide to Pricing Right

- Sara: What am I worth?
 - Sara's Proof (Therapy)
 - Why charge money?
 - The Uniqueness Factor
 - How to treat family
 - Service vs Product respect
- Debbie: How to Charge?
 - Based on Need
 - Debbie's Chocolate Cake (Food Service)
 - Rate Formula: $\text{Income Goal} / (\text{Work Hours} * 60\%)$
 - Hidden fee's
 - Based on Market Positioning
 - Debbie's Chocolate Pudding Cake (Event Planning)
 - Choose your Market
 - Less for More OR More for Less
- Michael: Can you move beyond hourly rates?
 - The Vision (Health & Fitness for Every Level)
 - Next level strategies
 - More of you
 - More like you- build a team
 - Be an Expert
 - Bottle it and sell
 - Brand extension(s)

