

ELEVATING YOUR SERVICE & SETTING YOUR RATES

During this exercise we are going to get to the core value of the transformational service you offer your customers. Feel free to revisit this process as you align with your offer & price point.



YOUR OFFERING

TIER 3



Title of offering:

Who do you serve?

What transformation does your service provide for your clients?

What does your client experience before, during, and after working with you?

What is your love language to your client?

Use the elements page below to establish your ideal cost for this service based on your time, expertise, and materials.

Write all of the elements that make up the transformative service you provide to your clients (coaching sessions, access to you, bonus materials, etc...)



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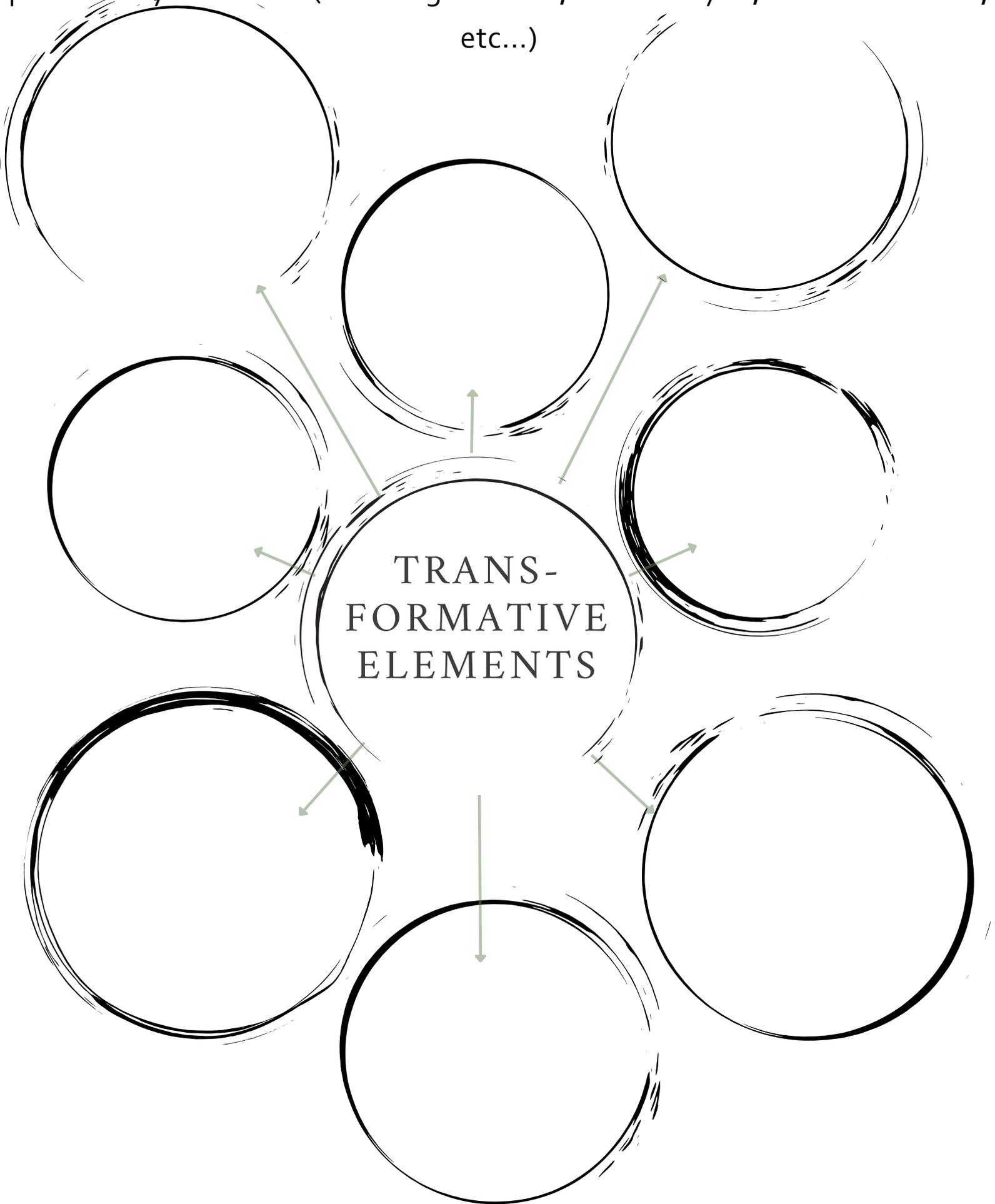
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LOVE LANGUAGE FOR YOUR BUSINESS



1. GIFTS

Give thoughtful gifts. Small things matter in big ways. Birthday acknowledgements, gift certificates, or other small gifts can make your client feel special.

2. ACTS OF SERVICE

Go the extra mile. Support your clients by anticipating their needs. This can include providing them with extra resources or helping them navigate hard situations. Take small things off their plate when you can.

3. QUALITY TIME

Workplace bonding, making time for your client's projects.

Truly listening to them and making time for their unique vision and goals. Acknowledge their life & achievements outside the workplace.

4. WORDS OF AFFIRMATION

Feedback, sharing motivation, mentorship, increasing morale.

Be generous with praise. Be your client's personal cheerleader.

How many Tier 1 clients do you want to take each month?

How many Tier 2 clients do you want to take each month?

How many Tier 3 clients do you want to take each month?

CALCULATOR

$$\text{TIER 1 } \frac{\quad}{\text{Cost}} \times \frac{\quad}{\# / \text{month}} =$$

$$\text{TIER 2 } \frac{\quad}{\text{Cost}} \times \frac{\quad}{\# / \text{month}} =$$

$$\text{TIER 3 } \frac{\quad}{\text{Cost}} \times \frac{\quad}{\# / \text{month}} =$$

Add these totals together for your monthly revenue:

Does this match your target monthly revenue?

Rate Increase Mindset

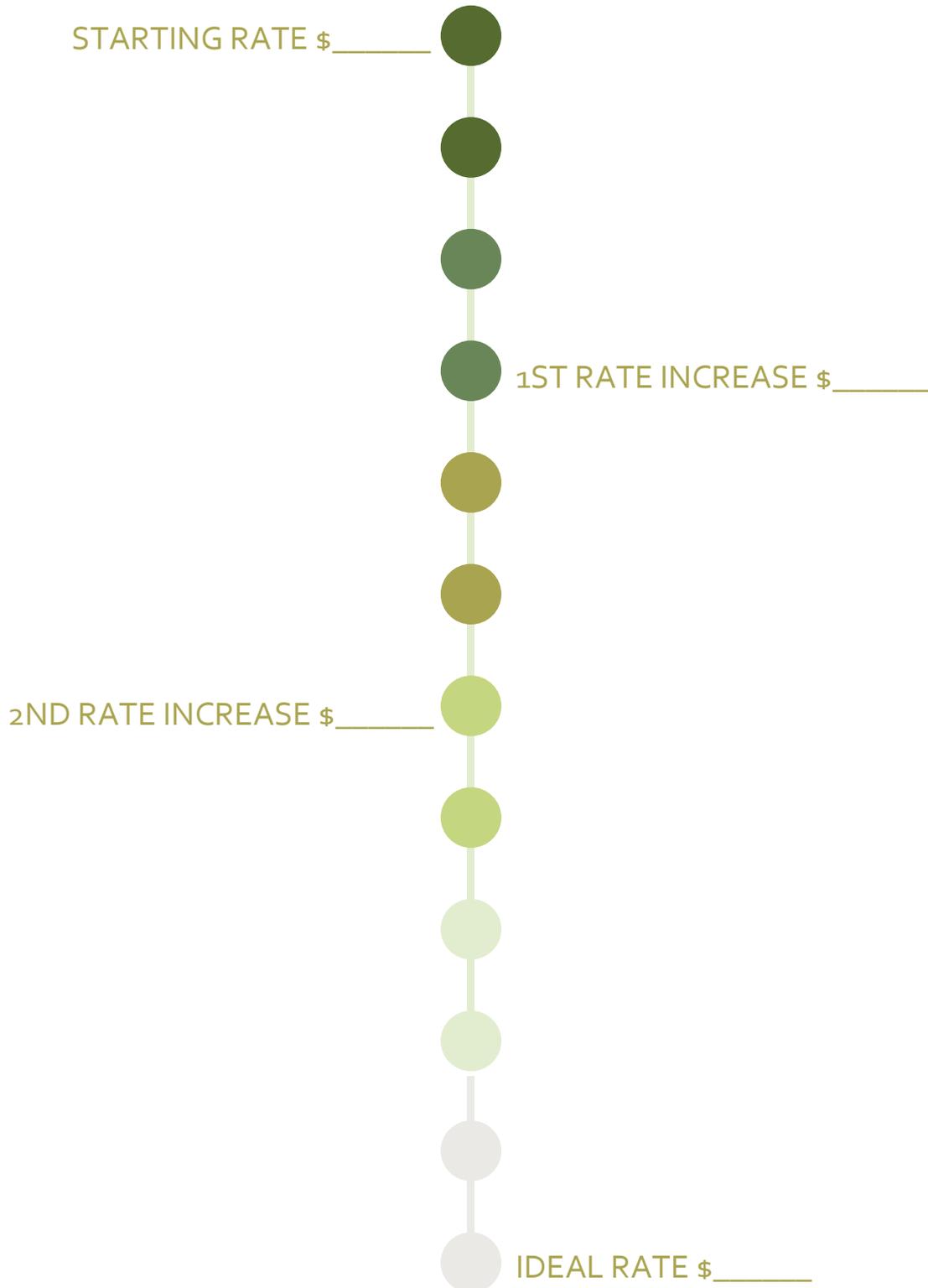
As you increase your rates, be mindful about any thoughts or feelings that arise for you. For example, are you experiencing fears of inadequacy or second-guessing yourself? Are you feeling more empowered in your work as your rates match the value of your offering? What needs to shift for you to feel assured about charging your ideal rate? (client-facing image, branding, confidence, self-love).

Inner Shifts:

External Shifts:

"Money is life energy that we exchange and use as a result of the service we provide to the universe."

-Deepak Chopra-



BONUS: REWRITING THE SALES STORY

4 WAYS TO CONNECT WITH PEOPLE YOU SERVE BY SENDING LOVE INTO THE UNIVERSE.



Tell a friend to send you someone that would benefit from your work. Offer them a free discovery call or discounted session. Have the friend present this as a gift from them.



Send a gift to a client or someone you have or would like to work with. Pop in a personal note if you can. Do this without telling them in advance.



Share a testimonial from a client on social media and tag them. Or share a success story from someone you have worked with (with permission). Giving and receiving love opens the wealth channel.



Give to a charity or organization that fills your heart with joy. It doesn't matter whether you give \$5 or \$500. Money is just energy and giving is a great way to begin to love and be grateful to money.