



The  
Concierge Academy™



## Your New Rate Sheet

**Create a rate sheet you can use and refer to when speaking to prospects.**

Many of us have a hard time talking about money with clients. So being prepared and having your price sheet on hand at all times helps take the fear out of the money conversation ☺

Having your packages in writing helps shift the focus off of you and your services and allows you the space to have a confident, open conversation.

If you're anything like I was when I started, asking for money can be very uncomfortable. But by being fully prepared, you can speak with confidence.

**Your assignment this week is to create a rate sheet of your own.** But I also want you to create packages that your clients will find totally irresistible. Creating retainer packages not only helps provide YOU with consistent income, but also gets your clients greater results!

When you are starting, having a base hourly rate will help you create packages and give you the ability to leverage later on.

**What is my hourly rate going to start out at? Why is this the rate I have chosen?**

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**Are you confident with this pricing?** (Remember the story I shared with you about when I got stuck asking for a certain rate?) **YOU MUST BELIEVE IT FIRST!!!**

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**Who are your ideal clients and is this pricing formula consistent with what their needs are?**

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**Are these prices in line with what your market can bare?**

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## The Little Extras

What can you add to your packages as something that will entice and **give more value** to your clients, but not necessarily cost you much time or money?

What could you offer as an extra that would make them remember you and talk to others about you?

**These become little bonuses to add to your larger packages.** Listed below are FREE services and upgrades I have used and added to my higher packages:

- Free Phone calls
- Free Reminder services
- Towing away donations after an organizing session
- Monthly phone calls just to “check in”
- Monthly emails just to “check in”
- Access to your database at no charge

**Brain storm now what little extras YOU can give to your clients:**

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**Now that you have created a base rate and packages, I want you to think about your future - the future of your business, its growth and your vision. What does your vision look like 2 years from now?**

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**With this information in mind, how will this impact your pricing in the future? Jot down some thoughts and ideas now:**

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**What does your vision look like 5 years from now?**

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## Now that you KNOW what you will charge, what will be your “success criteria” to raise your rates?

The reason why this is important is that when many business owners start out, they don’t charge what they’re worth. *It’s totally ok... we ALL do it!!* So take about 15 minutes now to decide how/when you will make the decision to raise your rates? Below is a list of success criteria you can use to help you decide WHEN the right time will be:

- You’re booked more than x hours a week
- You bring on your first team member
- You’ve been in business for 1 full year
- You have successfully managed 6 clients

**There is no right or wrong answer.** As in any decision within your business, making the decision to raise your rates is a VERY personal decision and one ONLY you can make...

Why? Because you will have to believe, at that point and time, that you are WORTH it ☺

**Use the space below to journal some ideas and how you envision raising your rates:**

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