

# Worksheet for part 1 understanding pricing:

This week we are looking at understanding what we need to get past to start to understand the importance of pricing. The rules of engagement!!

*How did I work out my current prices?*

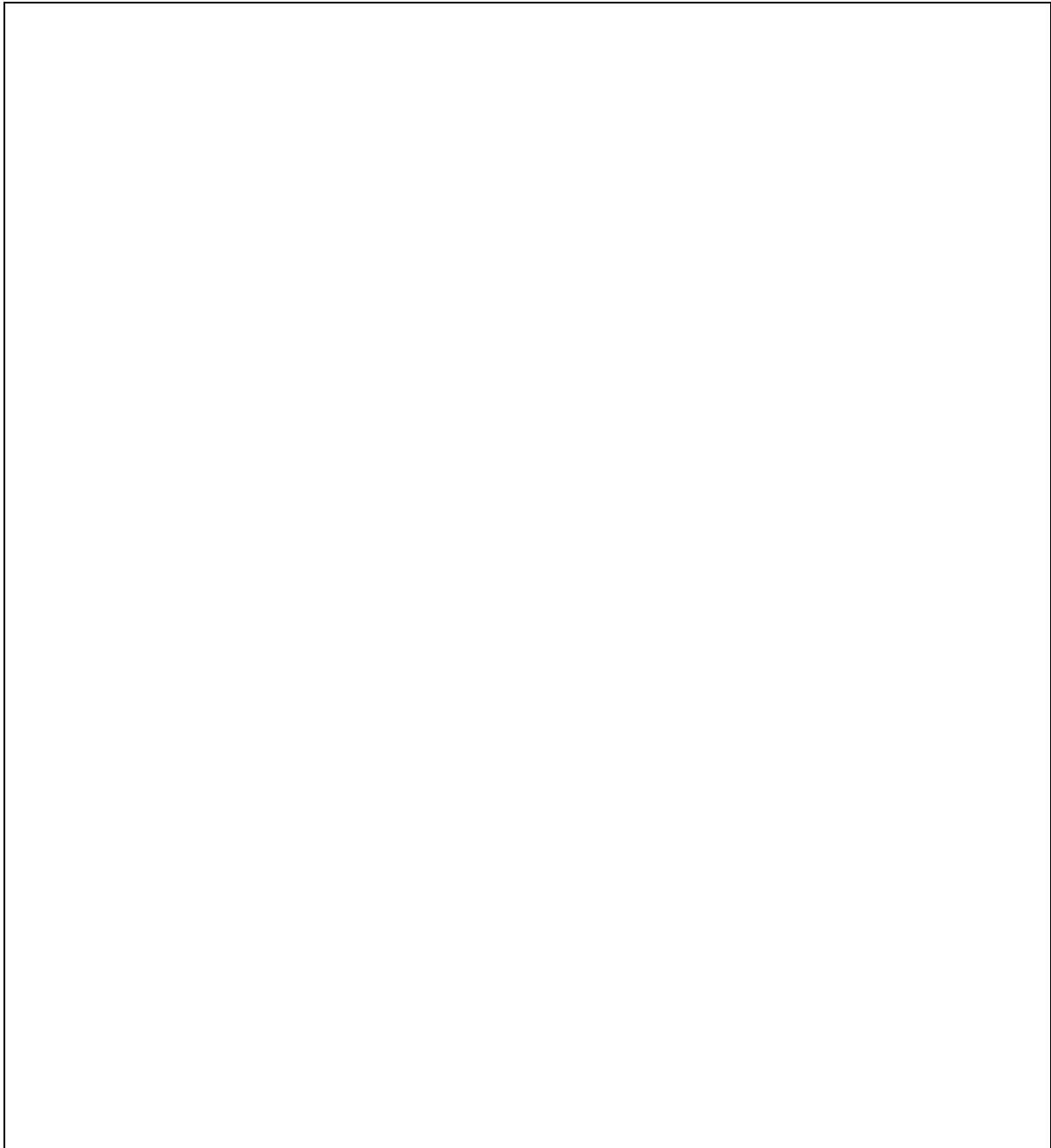
*What do I want my clients to do with their photographs?*

*Which of the 3 rules do I know I will have trouble with?*

*Why is the above chosen rule so important to be followed?*

*What is currently my favourite product that I sell to my clients?*

*Extra notes from this week.*



“The best thing about understanding your pricing is that once you have it sorted you can forget about pricing and **concentrate on getting more work**. Your price list will never bring you more work. Your pricing will bring you financial rewards if it is carefully planned and considered and if you understand why you charge what you do.... But it will never bring you more work.” ~Melissa Neumann 2014

# Worksheet for part 2 understanding pricing:

This week we are looking at how there are 3 parts that we need to investigate to fully understand pricing? The 3 components are cost of goods, number of clients/pricing sweet spot, and cost of doing business.

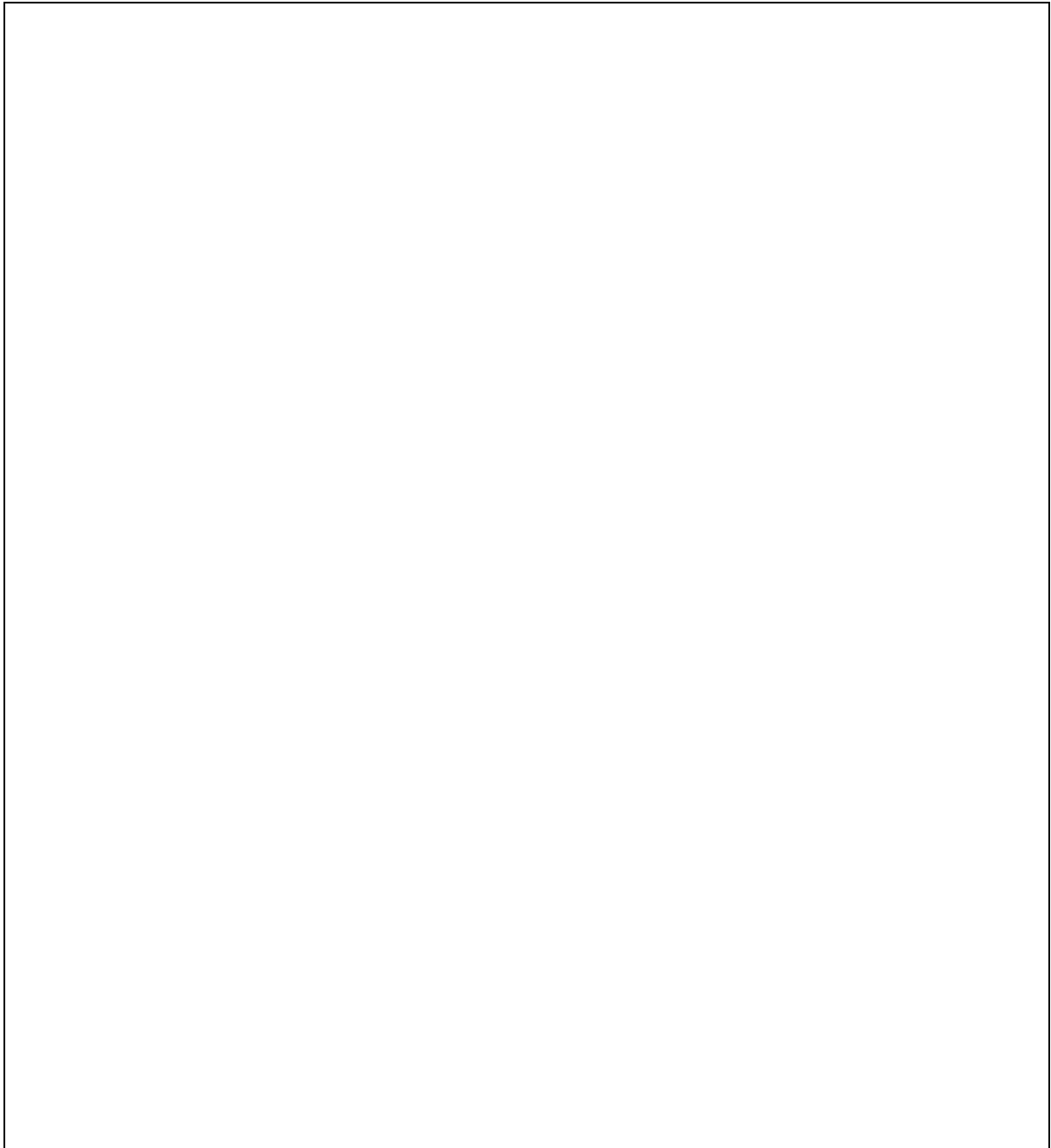
*What is the cost of goods?*

*How do we work out number of clients?*

*What are some of the things that we need to include in the cost of doing business?*

In the first worksheet we asked what your favourite product was. Work out the cost of goods on this product, its percentage and profit. (<http://percentcalculator.com/>)

*Extra notes from this week.*

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# Worksheet for part 3 understanding pricing:

This week we are looking at how much time you have and how many clients you want to work with each week.

And please read this blog post <http://thesegirlsmeanbusiness.com.au/understanding-chase-dollar/>

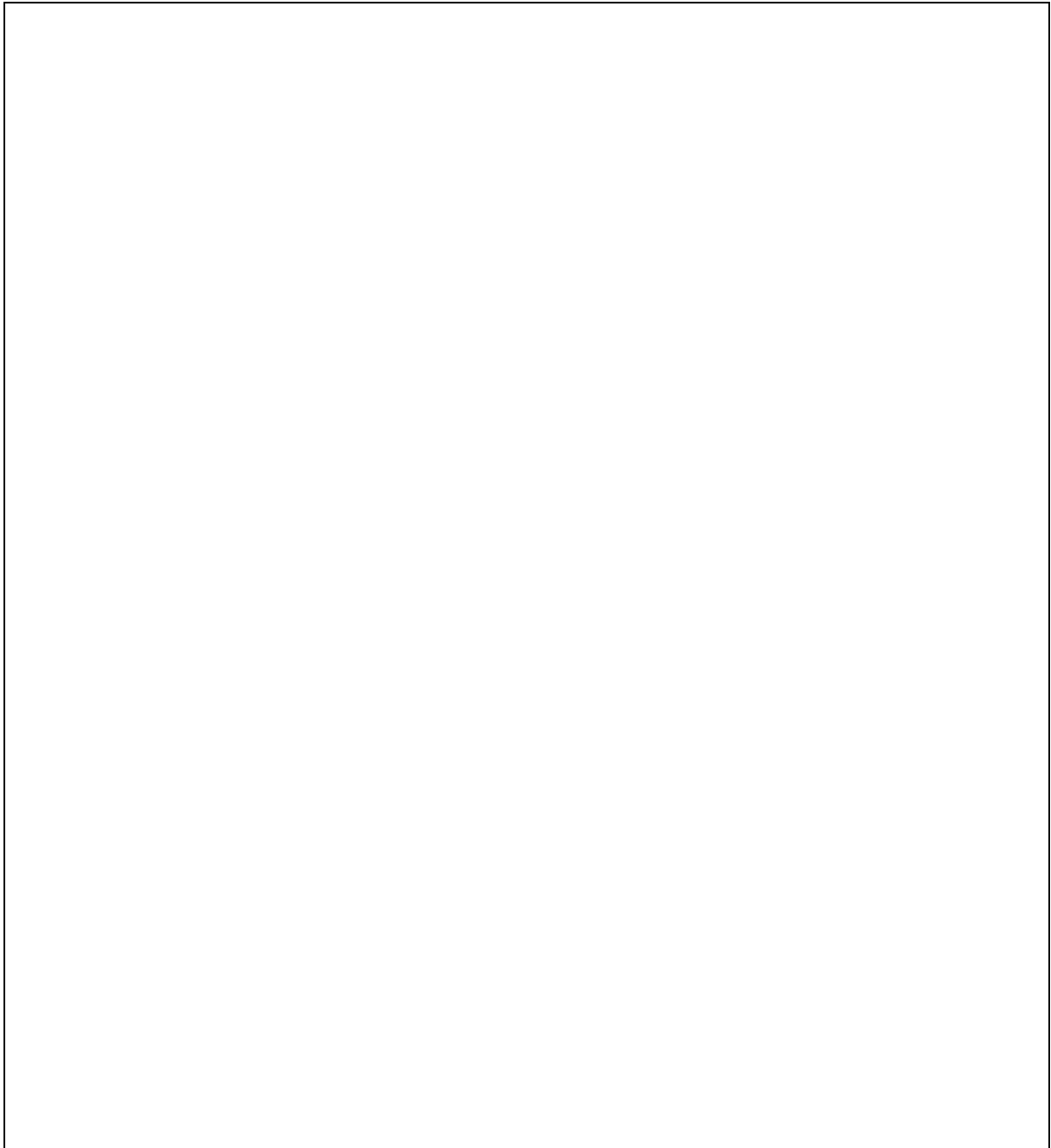
*How many hours each week can you devote to your business?*

*How many clients do you comfortably believe you can service each week?*

*How many clients have you shot in the last 3 months and what was the average sale?*

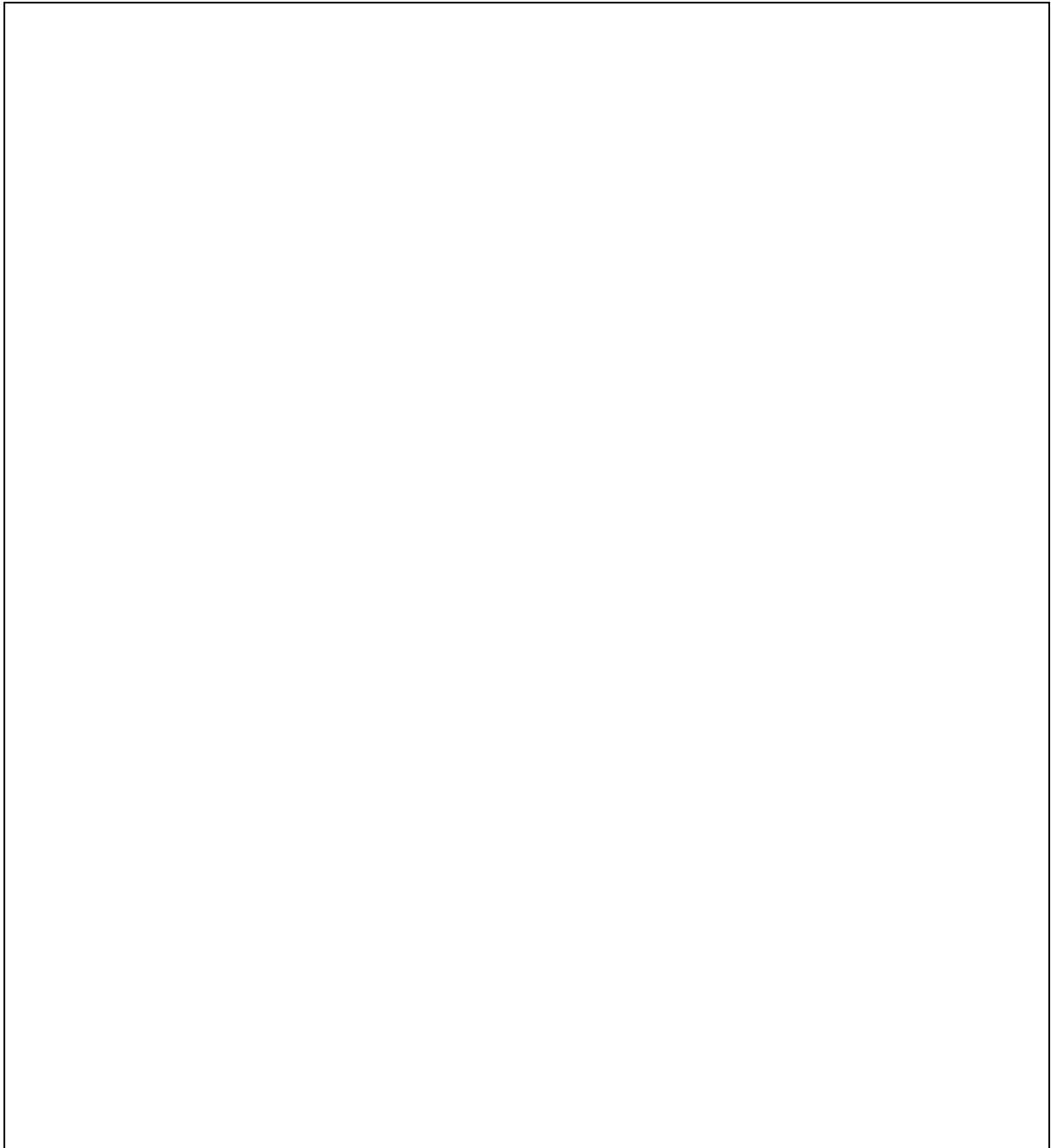
If your phone was ringing hot with clients what is the maximum number of clients that you could look after each week in your current set up?

*Extra notes from this week.*

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*Extra notes from this week.*

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# Worksheet for part 5 understanding pricing:

This week we bring it all together and work out our pricing sweet spot. The first 3 questions write the answer in big, and boldly.

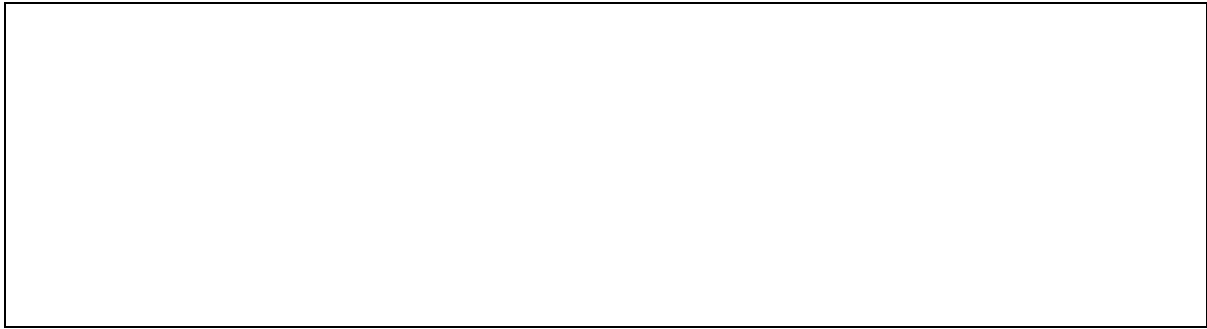
*My weekly cost of doing business is ?*

*How many clients each week do you need ?*

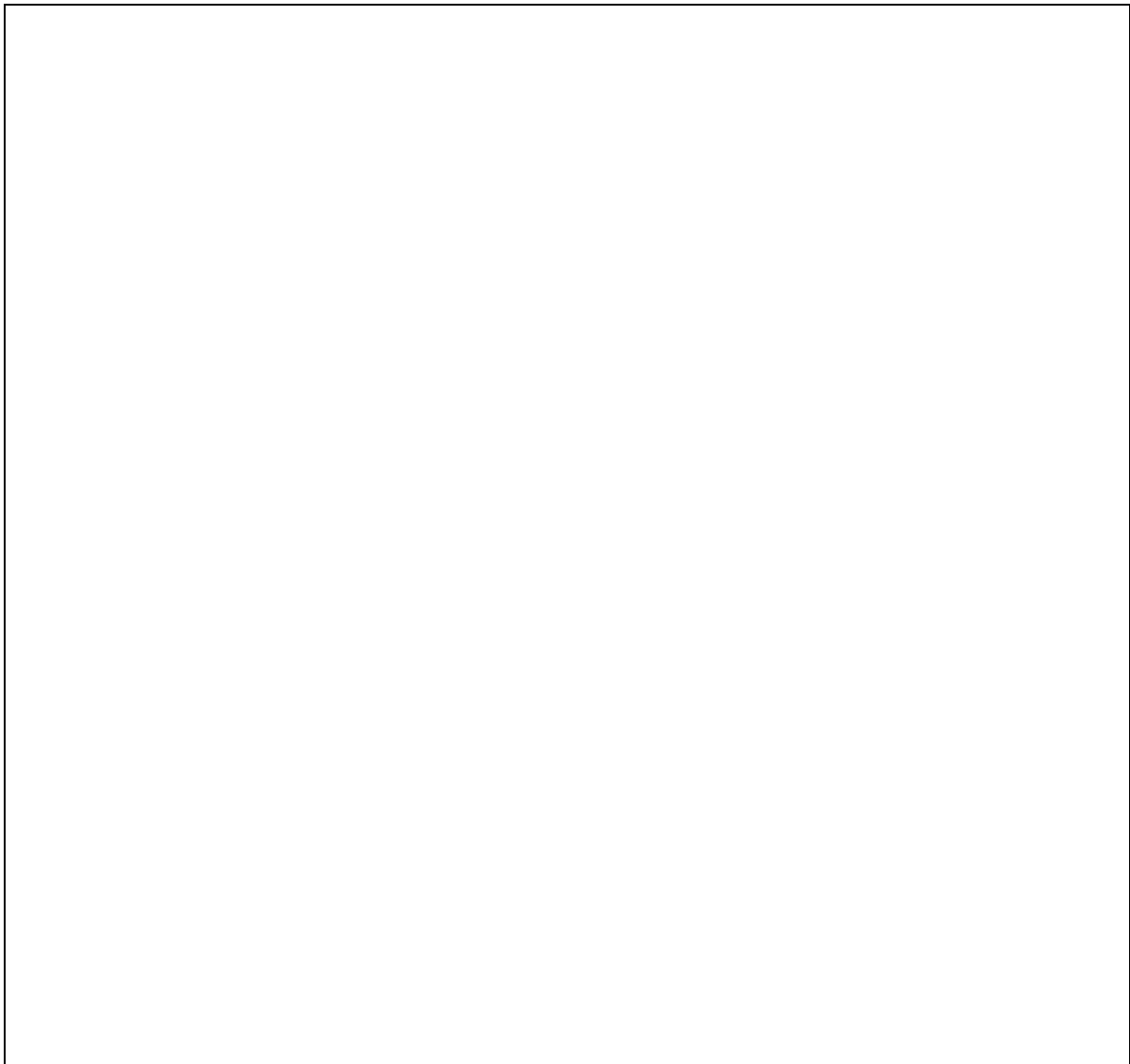
*My pricing sweet spot or average sale needs to be ?*

I want to upgrade my studio space and move into a bigger space. I need to spend more each year on having a better place to shoot out of so I need to start to include rent and overheads in my cost of doing business? What are my options in regard to price to make sure that there is enough money coming in each week to cover the extra costs?

What 4 products do I want to offer my clients?



*Once you choose 4 products do the exercise to see what you will need to charge for each to make it fall into the “under %15 percent COG”. What will you need to charge for each to make that product a viable option for your business?*



Link to Melissa's Pricing: <http://issuu.com/melissaneumann5/docs/pricing>

*Extra notes from this week.*

