

# #IndieFreedomSeekers

## Making Money & Pricing

DATE

BUSINESS

What thoughts come into your head when you think about money? How does money make you feel?

How do you feel when charging people for your services?

# #IndieFreedomSeekers

## Earning Money

Are you earning enough money? Do you know what enough money is? For whatever you want to do.

How much money do you want to earn?

How much money do you want to earn in an ideal world?

# #IndieFreedomSeekers

## Pricing for Products

How much are the raw materials per product? All of them!

How much time does it take to make each product? On average!

How much money do you want to earn an hour?

What other costs are involved in your business? Dropbox, software, time each week doing admin & marketing?

# #IndieFreedomSeekers

## Pricing for Products

All those hidden costs need to be included in each individual item. How many products did you sell last year - can you divide those hidden costs per item and work out what you need to add to the price of each item to cover this?



Pricing for your products need to be fair. You don't want to be working for less than you want to earn.

If the end price seems too high, can you use cheaper materials, can you speed up the process, can you pay people to help you make more products?

Use the box below for notes and thoughts!



# #IndieFreedomSeekers

## Pricing for Services

How much money do you want to earn a year? (before tax!)

How many weeks do you want to be working a year?

How many days a week do you want to work?

As an aside - if you want to work 4 days a week - know that you'll probably need to put aside at least half a day, if not a whole day to marketing and admin. So if you want to work 4 days a week, you'll only have 3 days that are billable days!

Here's the maths!

Divide how much money you want to earn a year by how many weeks you want to earn in that year.

Now you know how much money you need to make each week!

Now divide that figure by how many days you want to work a week - this is your daily figure!

Now work out how many clients you can work with a day/week/month and what you have to charge them!

# #IndieFreedomSeekers

## Not selling by the hour!

So we've worked out your base rate you want to earn a hour - write it below!

But you probably want a bit more than that - so could you add 10-20% to your prices? What would that be?

How does the make you feel?

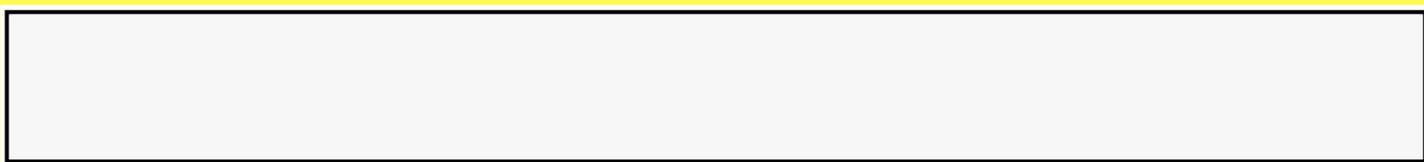
Now double it and charge that! How does that make you feel?

# #IndieFreedomSeekers

## Pricing and feeling good

Ok doubling it might be a step too far to most people!

Here's what I do. Every so often I'll put my prices up 10% and when 10 people have bought at that price and I feel confident I put them up by another 10%. Until you're at a price that you feel happy with. What would that look like?



The point here is that you get to flex your pricing muscles and grow them as your business grows.

People can tell if you say a price you're not confident with. So start with something that feels good and work up to where you want to be.

Right some manifesting stuff!

Write down every day...I earn £x amount every month.

As if you already have it!

Not, I will earn it, or I want to earn it. I earn £x a month.

If you can write it down several times a day even better - but every day!

# #IndieFreedomSeekers

## Feeling the value...

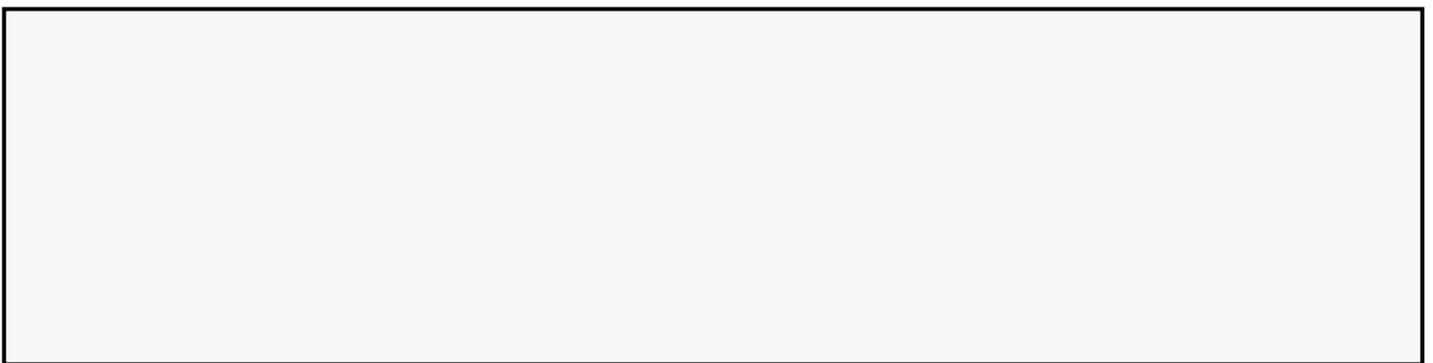
Write down every way you help people with your products and services.



Go and fish out your best testimonials and write down the best



What value do you bring?

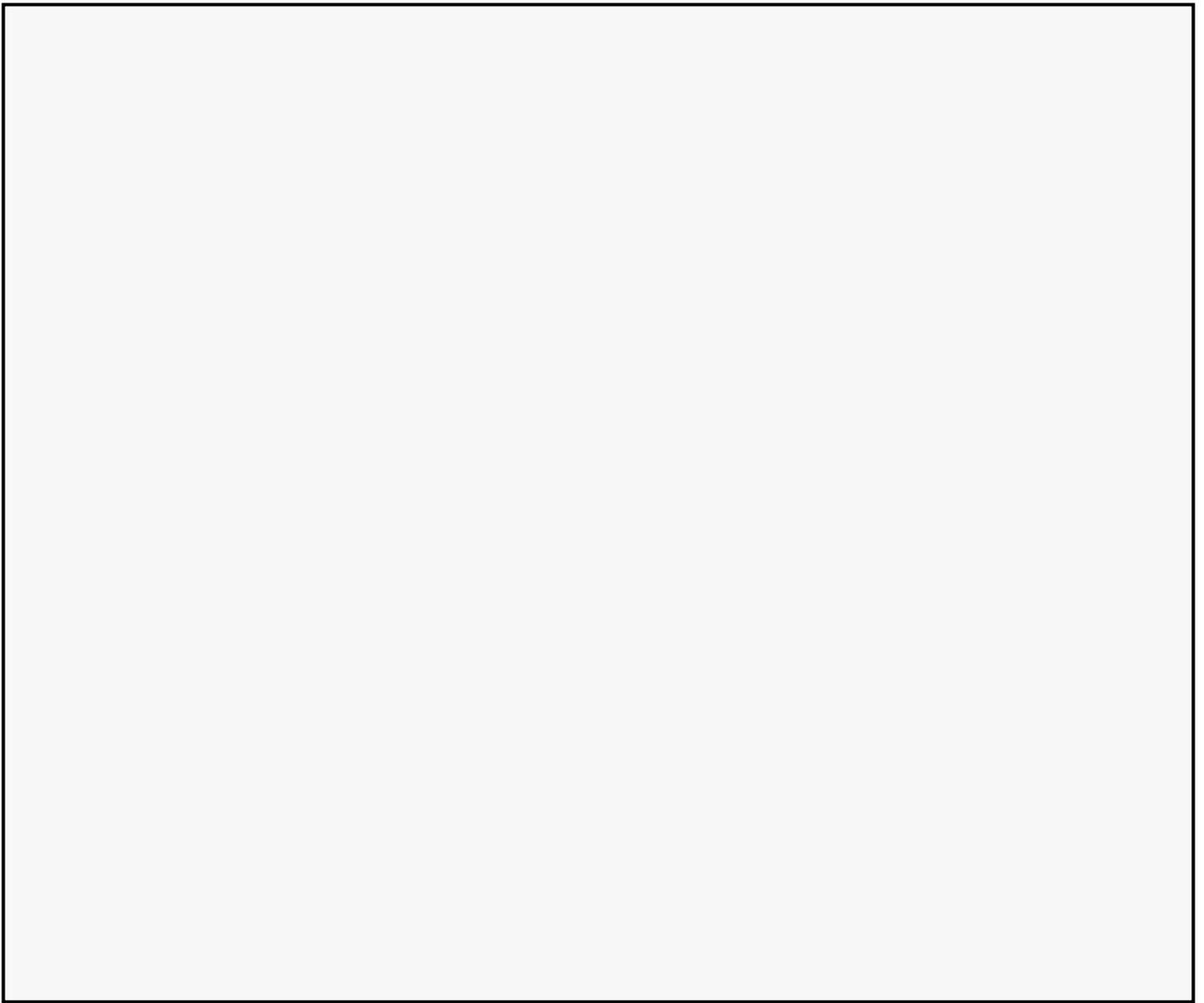


# #IndieFreedomSeekers

## Make it real

Go crazy!

Write down how much money you earn a month, how much you sell your services and products for and the value you bring!



Do it every day!!