

# DAY EIGHT

THE BEST INVESTMENT  
THEY'LL MAKE



# Ready Set Coach

The 10-Day Coaching Business Accelerator  
For Aspiring & New Coaches to Enrol Paying Clients

Create Your High-Converting  
Signature Offer in 10 days



## Day 8: Price It – A Great Self- Investment

**Welcome to Day 8 of the Business Accelerator!**

Today, we're diving into pricing. The way you price your offer is a reflection of the value, transformation, and results you help to deliver. Your pricing sends a subconscious message to your potential clients about the quality and importance of the work you do. Get it right, and it positions your offer as a great self-investment. Get it wrong, and you risk undervaluing your work or scaring off ideal clients.

Remember, you're not just charging for your time—you're charging for the life-changing results your clients will experience by working with you. Whether it's a mindset shift, financial growth, or personal breakthrough, your pricing should reflect the depth of that transformation.

As we go through your pricing today, we'll make sure it aligns with your lifestyle and financial goals as well as the long-term impact you want to create for your clients.

Let's dive in and ensure your pricing reflects the true power of your offer!



# Stop Limiting Yourself

## Pricing Mindset

Before we dive into the numbers, let's get real about the mindset behind your pricing.

It's easy to fall into the trap of pricing based on your limitations—whether it's your own financial fears, the economy, or what others around you say. But remember, you don't know your client's financial situation or what they're willing to invest.

You are offering a transformation—not just a service—and clients who value that transformation will be willing to invest in it.

**Here's what I want you to think about:**

- Are you pricing based on fear or confidence?
- Are you assuming your clients can't afford your offer because you're basing it on what you can afford?
- Are you afraid to charge what you're worth because of how others might perceive you?
- Are you afraid of being called the “cheap coach,” or are you committed to being known for the value and impact you provide?

**“You're not just pricing for today—you're pricing for the future you want to create.”**



# Reverse Engineering

## Your Pricing

When it comes to pricing your offer, reverse engineering is a powerful strategy because it allows you to approach pricing from a place of clarity and intention, rather than guesswork. Instead of just picking a number out of thin air, reverse engineering starts with your ultimate financial goals and desired lifestyle in mind. By working backward from what you want to achieve, you can create a pricing structure that not only reflects the value of your offer but also ensures that it supports the business and life you're building.

Think of it like this: You're not just pricing for today—you're pricing for the future you want to create. By reverse engineering your pricing, you can:

- Avoid underpricing yourself, which leads to burnout and frustration.
- Align your pricing with your income goals, ensuring that your work is sustainable and rewarding.
- Build confidence in the value you deliver, because you've thought through every element of your pricing model.
- Make strategic decisions about how many clients you want to serve, how much time you want to invest, and how much access clients will have to you.

This approach helps you move away from pricing based on fear or comparison and into pricing based on your goals, your value, and the transformation you're offering.



# Your Task Today Is...



## Step 1: Reverse Engineer Your Price

Now it's time to reverse engineer your pricing based on your lifestyle, business goals, and the value of your offer. Here's how:

### A. Lifestyle and Income Goals:

- How much money do you want to make annually?
- How many days and hours do you want to work per week?
- How many weeks of the year do you plan to work?
- What's the total number of hours you can dedicate to coaching in a year?
- Consider time for vacations, personal development, self-care.

### Your answers:

- Annual income goal: \_\_\_\_\_
- Days per week: \_\_\_\_\_
- Hours per day: \_\_\_\_\_
- Weeks per year: \_\_\_\_\_
- Total hours per year: \_\_\_\_\_

### B. Set Your Pricing Based on Your Goals:

- Divide your annual income goal by the number of hours you plan to work.
- Add additional value based on supplementary materials, bonuses, and depth of the transformation you're offering.
- Ensure your price falls in line with the minimum benchmark we discussed earlier (ideally above \$1,200-\$2,000).

Your price per Signature offer: \_\_\_\_\_



# Your Task Today Is...



## Step 2: Key Considerations – Checklist Questions

Use this checklist to evaluate whether your pricing aligns with your value and goals.

### 1. Consider Value & Transformation:

- Have you considered the transformation you're facilitating, and what it's worth to your client?
- Is the result you're offering worth more than the price you're asking for to make it a *no-brainer* but not '*cheap*'?
- Are you saving your client time, money, or energy by offering this transformation?

### 2. Check Your Benchmarks:

- If you have a multi-session offer, have you compared your price against the benchmarks we discussed (nothing less than \$1,200-\$2,000)?

### 3. Market Research:

- Have you researched what others in your niche are charging for similar offers?
- Are you mindful that this is your unique offer, and not simply copying someone else's pricing?

### 4. Test Your Mindset:

- Does your price make you feel comfortable and satisfied?
- Do you believe your ideal clients will see your price as the best investment they can make?
- Have you priced your offer so it is seen as an investment instead of a bargain?

# Your Task Today Is...



## Step 3: Fine-Tune Your Price

Now that you've reverse-engineered your pricing and worked through the checklist, it's time to fine-tune your numbers. Use these affirmations to guide you through refining your final price:

- I am confident that this price reflects the true value and transformation I'm offering.
- I have aligned this price with my lifestyle goals and the time I'm willing to invest.
- My clients will see this price as a valuable investment in their growth, not just an expense.
- I feel empowered, confident, and excited to deliver my offer at this price.
- I trust that this price reflects the unique expertise and energy I bring to the transformation process.
- If I were the client, I would be excited to invest in this program at this price.

If you resonate with all of these statements, you're ready to finalize your price! Please write it below:

Final Price: \_\_\_\_\_

# Wrapping Up

You've done amazing work today, Coach! Pricing can be one of the toughest parts of building an offer, but you've tackled it with courage. Speaking of courage...

## Daily Dose of Courage

It's time to share your final price with the group! Pricing your offer is a big milestone, so don't hold back—step into your courage and own the value of your work.

- Share your final price in the group.
- If you're feeling uncertain, ask the group for feedback and support. *Remember, this is your community—we're here to uplift and encourage each other... and I've got your back!*

Remember, your price is a reflection of the value and transformation you provide—not just the time you spend with your clients and an important point to note... your prices do NOT and can NEVER reflect your true worth. It is not representative of who you are. But it does reflect the value you provide on this particular offer.

**You, dear coach, are worth a million time's infinity and beyond!**

**If you have the VIP Success Pass, remember, this is a great time to submit your pricing ideas and get my support and assistance with your offer.**

With love, purpose & power  
Coach JJ



WELL DONE!