

# *PRICING PHILOSOPHY WORKSHEET*

## STEP ONE | DEVELOP PRICING PHILOSOPHY

**Instructions:** Complete this worksheet with an estimate you've created in the past by your side. The goal of this exercise is to help you uncover the connections between the numbers on your estimates and the thought processes that brought you there. This exercise is designed to help you clear space so you can receive the new pattern of thinking outlined in the remainder of this course.

- How did you decide on the numbers you placed here?
  - Did you think about what you would pay?
  - Maybe you thought about what you thought the customer would pay?
  - Perhaps you ran some numbers on your supply costs?
  - A combination?
  - Something else?
  - Which thought did you give the most attention to as you decided?

I wonder if you've ever considered emotions might affect the numbers you place on your estimates? Emotions can affect the way we think. The way we think has an affect on what we do.

- Are you aware of the emotions were you experiencing when you received this inquiry and began to draw up this estimate? What were they?
- Think about the emotional response you had to your first booked client. How did this affect what you decided to charge?
- How do your emotions differ from a first job inquiry to a dream job inquiry?
- How do you respond emotionally when you receive an inquiry for a job that appears to have a red flag waving with it? Perhaps the budget does not seem realistic...
- How do you feel when you receive an inquiry for a job you are familiar and comfortable with?
- What about when you feel booking is slow?

**Takeaway:** Consider "catching" your emotions as you work on pricing related projects for your business. Begin acknowledging and relating these feelings and thoughts to your actions. Confirm they are leading you where you want to go. If they aren't, say, "No" and pivot.

- Did something from this exercise surprise you?