



HOW MUCH TO CHARGE

WITH VANESSA
LANHAM-DAY

www.signalbizhub.org

If your desired income was
made up **ONLY** from time you
could sell by the hour,
what would your hourly rate
need to be?

Meaning that having
REAL CLARITY about
what you want to earn
is critical

Pricing.

Strategies to help you
decide much should
you be charging



Business growth inspirer, mentor and speaker





The BUTTKicker!!!

... I'm really good at getting people to get sh*t done!

ONTRACK
MARKETING

Whoosh!



Questions ...

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MARKETING

Yet, so many business owners get caught in a 'race to the bottom' with lowest price commodity pricing... why is that?



Reprogramme
your head!

Acknowledge the
unique value small
businesses bring

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MARKETING

The marketing mix...

Product

Marketing is about finding a **STRATEGIC** mix of all four to achieve **OPTIMUM** results for the business

Promotion

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*In your marketing funnel,
do you need **1000**
customers spending £100?
Or 10 customers spending
£10,000?*

**How much
should a hair
cut cost?**

Enzorosario	45	55	60	65	76	80	
Gorgeous	46	52	60				
Scully & Scully	42	48	53	56	58	64	66
Studio 1	30	36	40	45	49	56	
Toni & Guy	44	49	52	60			
Cutting Room	38	41	45				
Hairosmith	23						
The Barber Shop	19						

Customer avatar ...

**How much
should a pair of
ladies pants
cost?**



M&S - £7 for 5

M&S - £15



Harrods - £180 for 7

Rigby & Peller - £130



Customer avatar ...



**How much
should a flight
to Singapore
cost?**



£19,000 v £1,040

Customer avatar ...



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Avoid becoming A COMMODITY!!

A reasonably priced article of
Focus on adding value
sold freely as an article of
commerce.

Commodity

	45	55	60	65	76	80	
Gorgeous	46	52	60				
Scully & Scully	42	48	53	56	58	64	66
Studio 1	30	36	40	45	49	56	
Toni & Guy	44	49	52	60			
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Hairosmith	23						
The Barber Shop	19						

Value added

Commodity



M&S - £7 for 5

M&S - £15



Harrods - £180 for 7

Rigby & Peller - £130



Value added

**ONTRACK
MARKETING**



RYANAIR

THE LOW FARES AIRLINE

Commodity



Value added



BACK
MARKETING

*So, how do you
go about
'adding value'?*

Product value adds...

- Exclusivity / product association
- Limited number
- Packaging
- Premium materials
- Premium styling

Consultancy / service package value adds...

- Exclusivity – only ‘x’ people get to work with me this way
- Pre-recorded / prepared bonus content
- Email / telephone support
- 999 call
- Follow up ‘check in’ sessions
- Discovery process
- Follow up notes
- Lifetime access to content
- Facebook group
- Group webinar
- One to one time

Moves away from
‘price per hour’

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MARKETING

The marketing mix...

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Promotion

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MARKETING

Package pricing...

£10

£20

£30

£15

£10

£20

£60

£20

£5

£25

£30

£30

MARKETING

**The
Economist**

ORIGINAL Pricing

Internet only	£59 per year	68%
Internet & print	£125 per year	32%

REVISED Pricing

Internet only	£59 per year	16%
Print only	£125 per year	0%
Internet & print	£125 per year	84%

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MARKETING**

Personal training case study ...

➔	One to one	1pw	£1,000
➔	One to one	3pw	£1,500
➔	Small group (3)	1pw	£300
➔	Small group (3)	3pw	£399
➔	Classes only (12+)		£199
➔	Trial offer (SGPT12)		£149

80%+

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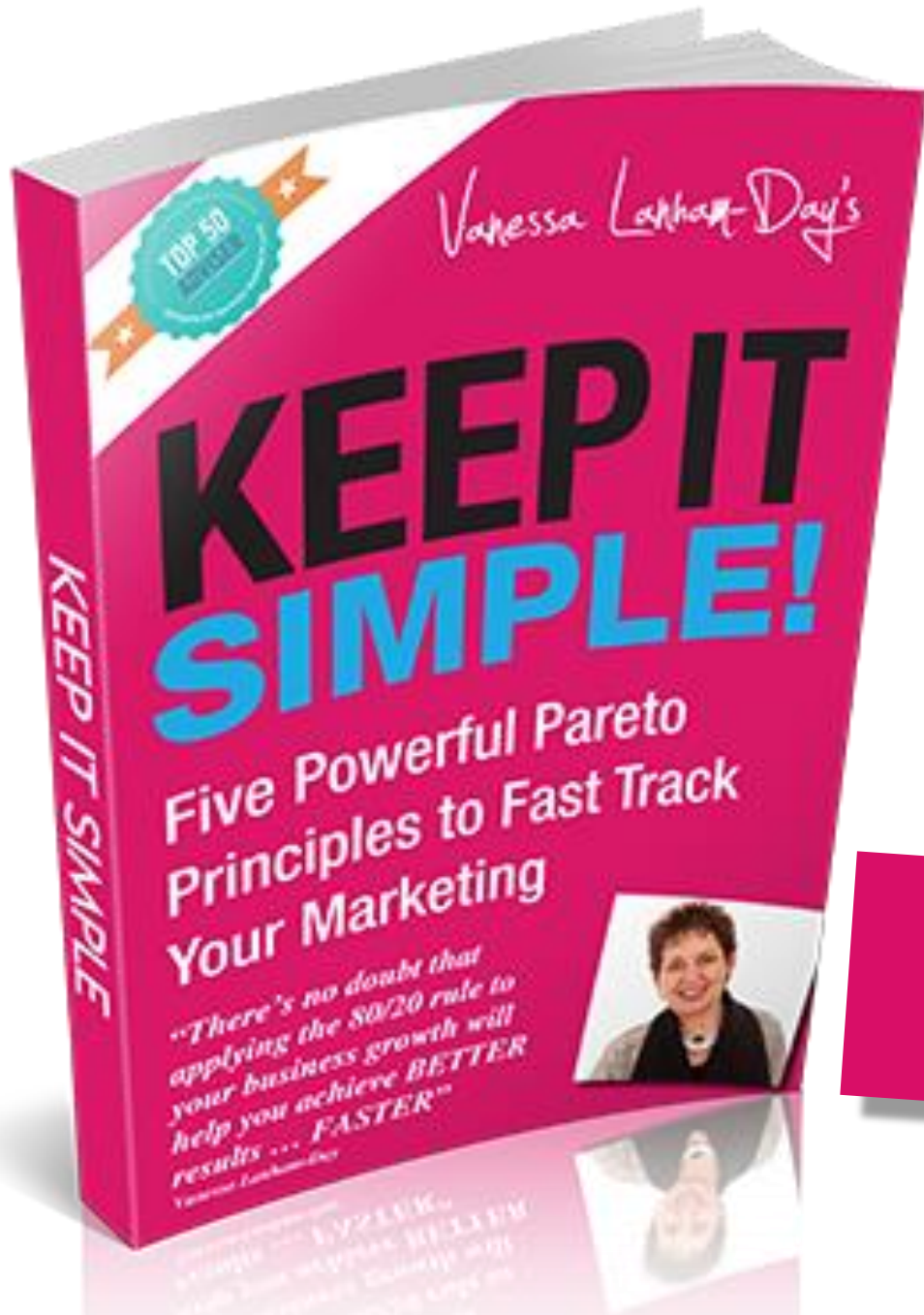
The marketing mix...

Product

Price

Place

Promotion



Worth £200

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I'm offering THREE interested people
properly interested in getting their
pricing right, the chance of a
Power One-to-One with me

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Action time!

Pricing. How much should you be charging?



Time to take action!

- Yep, please let me have a copy of your FREE 'Keep It Simple' about how to simplify my marketing

And I understand that I will also receive emails on marketing and business growth advice a couple of times a month.



- I'd like to grab a ButtKicker conversation with Vanessa to discuss taking my business to the next level



- I'd like to talk to Vanessa about something else
- No thanks, I'm all good to go

Name: _____
Business: _____
Email: _____
Phone: _____

Please hand this to me before you leave today

With thanks,

Vanessa

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**So, what's your
pricing strategy?
And how can you
add value to your
products?**