

Lisa Sasevich
**NAIL YOUR
OFFER
SYSTEM**

*How to Name, Claim and Sell
Your Coaching, Training or Service*



HIGH-TICKET PRICING SECRETS

1. Look at what your market is charging. For example, what is the rate that others in your field charge by the hour?
(This usually gives you the low)

2. Look at what it costs your prospective client NOT to obtain your coaching, training or service. What is the cost in dollars, time, health, stress level, missed opportunity, etc...?
(This gives you the high)

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3. Set your price based on what you are willing to stand for, usually between the high and low and very much dependent on your confidence level and mindset. (*Your 'having level' gives you the actual high that you can accept RIGHT NOW*)

→ Comfortable now: \$ _____

→ STRETCH: \$ _____

→ Seems out of reach: \$ _____

4. Check the pricing you come up with against your revenue goal— balancing what you'd like to make versus what you're willing to accept.