

How to price your consultations

with Camille Freeman, LDN, RH



Hi.
I'm Camille



Our plan:

- Getting clear on numbers
- Market research
- Factors that affect your price
- Accessibility and pricing models
- Questions!

Numbers! Facts.

This is a job. Not a hobby.

In most cases, it takes 2+ years to build.

Your work affects others.

Finding your price.

- How much do you need to make?
- How much does it cost to run your practice?
- How many hours per week do you have to work with clients?
- Don't forget taxes (often ~30% of revenue)

Goals are a big deal.

Market Research

- What are your colleagues charging?
- Geographic region
- Specialty/niche
- Clients you're hoping to work with

Factors to Consider

Your skill & experience

Business strategy

Your marketing/promotional materials

Your client base

Intuition & comfort

Pricing Models

What you see is what you get

Sliding scale

Bartering

Pay from the Heart

Subsidizing

Spare
thoughts.

- Discounts
- Stating prices
- Group services
- Packages

Thank you for being here!

www.camillefreeman.com/pricing

