

How to price your consultations

with Camille Freeman, DCN, LDN, RH



**Hi.
I'm Camille.**



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Our plan:

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

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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

Planning for your Income

Profit First model:

- 50% your pay
- 30% expenses
- 15% taxes
- 05% profit



Market Research

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

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Factors to Consider

Your skill & experience

Business strategy

Your marketing/promotional materials

Your client base

Intuition & comfort



Goals are a big deal.

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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

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