

# How to decide what to charge for your first product or service

## 1. Be sure you have a clear niche

Then speak their language and solve their problem. This is covered throughout the eSchool.

## 2. Check you are presenting yourself in the right light

If you are unsure about this (ie: you are worried that you don't have the authority or status because you are starting out) see our 3 Steps to Getting People Comfortable Enough to Buy From You audio in step 3.

## 3. Work out how much it is worth to your clients (NOT your hourly rate).

If you are solving a problem (which you are) you need to know how much this is worth with regard to what your niche normally spends on. I like to use the shoe comparison – how many pairs of shoes is this change worth?

## 4. Dare to ask for what you want. Without apologising.

A lot of it isn't rocket science, it's just stating your price with confidence. Decide what you want for this. Then ask for it.

Charging is subjective – there is no rule about what you can charge, the only test is: “when presented in exactly the right light, are people willing to pay for what I have to offer – and do they walk away feeling it's good value?”

Keep in mind that your product might be a part of a larger product funnel as we explain later in the eSchool, so your very first trial product doesn't have to be at a level that will 100% cover your current income.

In later stages we look at a) your product funnel and other price points and b) how to charge more. For now, use the above. And check on your outcome with the ultimate test: when it comes to the end of delivering this product or service to each client, am I going to feel like it was worthwhile or will I resent doing it for so little money?

## How to charge more (a taster)

The 7 principles of charging more are laid out below. In a later section we will go into detail about these (what they are and how to apply them).

They are here now to give you an idea of the simple principles that make people very willing to pay more for the same service.

### The 7 principles of charging more

