

How to Set Up Your Pricing

Know Your Pricing Packages:

- \$0 (Evaluation/Free Audit)
 - Evaluate your potential client's **Website**...
 - Identify their website's weaknesses :
 - Does it load slowly?
 - Does it look aesthetically appealing?
 - Is their content compelling?
 - Do they have video content?
 - Are their "Call To Actions" clear? Etc
 - Is their website mobile-friendly? (Again, be aware...)
 - Does it load slowly on mobile?
 - Does it look aesthetically appealing on mobile?
 - Is their website's sales-funnel easy to follow? In other words, is it simple for their customers' to purchase on their website?
 - Evaluate your potential client's **Social Media Channels**...
 - How often are they posting new content?
 - Is their content compelling?
You can measure this by the amount of engagement they get on their posts; i.e. High amount of likes, comments, shares, reposts, etc.
 - Which posts get the highest engagement:
This will help identify their customers' interests so your future posts can cater to their customers and grow their following
 - Is their content consistent with their brand? (i.e. If your client has a chiropractic clinic and they are posting themselves partying in Vegas... that is not consistent with their brand)
 - Do they offer discounts to their customers if they post about their business?

*****NOTE THESE ARE SAMPLE TEMPLATES! YOU, THE BUSINESS OWNER, CAN PICK AND CHOOSE WHAT SERVICES YOU WANT TO OFFER FOR EACH LEVEL*****

- \$997 (Entryway Price Point)
 - Setting and managing your client's social media channels...
 - Twitter
 - Facebook fan page
 - Instagram
 - YouTube
- \$1,997 (When your client notices how much value you offer from your first package, you can introduce your second package)
 - Include the benefits from your \$997 package plus...
 - Increase brand spending
 - Increase SEO ranking
 - Google AdWords
 - Facebook Ads
- Once you establish which services you want to offer per package, you can scale your services to your \$4,997 package, and \$9,997 enterprise package

Important bonuses to mention when offering your services:

- BONUS #1
 - Offering a “Cancel anytime policy with a 30-day notice”
- BONUS #2
 - Offering a “100% money-back guarantee refund policy for your services”

Be aware that your potential clients do not want to get locked into long-term deals, and they do not want to get ripped off! Offering these bonuses will help overcome their objections and help you close your deal!