

Pricing Your Services

How to Work Less and Make More without Hiring

If you had to **double**
your income this year,
how would you do it?

Work twice as much?

Double your hourly rate?

Hire a bunch of juniors?

You **can't** double your
income billing hourly

To significantly **increase**
your income...

You have to stop trading
time for money

What do you do instead?

Package your expertise

Stop thinking
“I do X”

Start thinking
“I know how to do X”

You can sell **know how**
separately from **doing stuff**

“Sell your **brains**, not
your **hands**.”

—Jonathan Stark

Okay, but... what does this
actually look like?

**3 ways to package
your expertise...**

1. Digital Products

**“Info products that sell while
you sleep.”**

No-touch sales, no-touch delivery

Digital Products

No-touch sales, no-touch delivery

- eBooks
- Video Courses
- Webinar Replays
- Audio Programs
- Workbooks
- Templates
- Boilerplate
- Swipe Files

2. Productized Services

**“A fixed scope service that you
sell at a published price.”**

No-touch sales, high-touch delivery

Productized Services

No-touch sales, high-touch delivery

- Project Roadmaps
- Project Oversight
- Strategy Consults
- Advisory Retainers
- Fractional CxO
- AYCE Subscriptions
- Teardowns
- Audits
- MVP Builds
- Website-In-A-Day

3. Project Pricing

“A collaborative endeavor designed to achieve a specific objective.”

High-touch sales, high-touch delivery

Project Pricing

High-touch sales, high-touch delivery

- Conducting A Sales Interview
- Estimating Perceived Value
- Writing A Killer Proposal
- Asking For 100% Up-Front
- Offering Guarantees
- Negotiating Terms
- Closing The Deal
- Controlling Scope Creep

Q&A

More Info

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