

JONATHAN STARK

HOW TO PRICE YOUR SERVICES

WITHOUT LEAVING MONEY ON THE TABLE

Video: <https://www.crowdfunder.co/jstark2>
Website: <https://expensesproblem.com>

CORE PREMISE

1. Value is subjective
2. Cost and value are unrelated
3. Price between value and cost

Core Premise

- * Value is subjective
- * Cost and value are unrelated
- * Price between value and cost

PROVIDE **OPTIONS** NOT ULTIMATUMS

Provide options, not ultimatums

- * How - not if - to work together
- * "Middle Option" pricing psychology
- * Increases chances of closing deal, and at maximum price
 - * Decreases under pricing (e.g., leaving money on the table)
 - * Decreases over pricing (e.g., sticker shock)

WHY **OPTIONS**?

- How to work together, not if
- "Middle Option" psychology
- Increases chances of closing deal

- * How - not if - to work together
- * "Middle Option" pricing psychology
- * Increases chances of closing deal, and at maximum price
 - * Decreases under pricing (e.g., leaving money on the table)
 - * Decreases over pricing (e.g., sticker shock)

3 PRICING CURVES

1. Might as Well (MAW)
2. Goldilocks
3. Regular/Premium

Three Pricing Curves

These work with value priced proposals, hourly billing estimates, productized services, and straight products.

1. Might as Well (MAW)
2. Goldilocks
3. Regular/Premium

MIGHT AS WELL (MAW)

- Formula: 1x, 1.5x, 1.75x
- Pretty safe/conservative
- Use when you want to get the gig without leaving too much money on the table

Might as Well (MAW)

- * Formula: 1x, 1.5x, 1.75x
- * Pretty safe/conservative
- * Use when you want to get the gig without leaving too much money on the table.

Example

[Apple Products](<http://files.jstark.co/fQvO>)

Buy MacBook Pro

Select a recommended model or customize your own.

[View Gallery](#) [Compare Models](#)



13-inch MacBook Pro with Retina display

[Need help? Chat live now](#)

2.7GHz Processor 128 GB Storage 2.7GHz dual-core Intel Core i5 Turbo Boost up to 3.1GHz 8GB 1866MHz LPDDR3 memory 128GB PCIe-based flash storage¹ Intel Iris Graphics 6100 Built-in battery (10 hours)² Force Touch trackpad Delivery In Stock Free Shipping Get delivery dates Available for pickup Check availability \$1,299.00 Use in 10 months of special financing Select	2.7GHz Processor 256 GB Storage 2.7GHz dual-core Intel Core i5 Turbo Boost up to 3.1GHz 8GB 1866MHz LPDDR3 memory 256GB PCIe-based flash storage¹ Intel Iris Graphics 6100 Built-in battery (10 hours)² Force Touch trackpad Delivery In Stock Free Shipping Get delivery dates Available for pickup Check availability \$1,499.00 Use in 10 months of special financing Select	2.9GHz Processor 512 GB Storage 2.9GHz dual-core Intel Core i5 Turbo Boost up to 3.5GHz 8GB 1866MHz LPDDR3 memory 512GB PCIe-based flash storage¹ Intel Iris Graphics 6100 Built-in battery (10 hours)² Force Touch trackpad Delivery In Stock Free Shipping Get delivery dates Available for pickup Check availability \$1,799.00 Use in 10 months of special financing Select
--	--	--

GOLDILOCKS

- Formula: 1x, 2.2x, 5x
- More risk/reward
- Use when you don't really care whether or not you get the sale

Goldilocks

- * Formula: 1x, 2.2x, 5x
- * More risk/reward
- * Use when you don't really care whether or not you get the sale

Example

[The Independent Consulting Manual](http://independentconsultingmanual.com/)

- * [Pricing](http://files.jstark.co/fQL8)
- * [Sales](http://files.jstark.co/fQjZ)

JUST THE BOOK \$49 Get your copy of the Independent Consulting Manual in PDF and ePub formats, plus free updates for life. ORDER NOW	COMPLETE BUNDLE \$119 You'll get... ◦ The Independent Consulting Manual in PDF and ePub formats <i>plus</i> ◦ 6 expert video roundtables loaded with insider knowledge ORDER NOW Act now & get these bonuses — and more: ◦ Cadence and Slang ◦ The Positioning Manual ◦ The Traffic Manual ◦ Plus more than 20 other bonuses and discounts...	STRATEGY PACKAGE \$399 Everything in the complete bundle plus a sixty minute strategy call with your choice of author. ORDER NOW
---	---	---

Independent Consulting Manual – Strategy Package

Quantity sold: 13
Revenue: \$3,351.60
ARPU: \$257.82

Independent Consulting Manual – Complete Package

Quantity sold: 322
Revenue: \$27,577.64
ARPU: \$85.64

Independent Consulting Manual – Just The Book

Quantity sold: 299
Revenue: \$10,391.66
ARPU: \$34.75

Total sales: \$41,320.90
ARPU: \$65.17

REGULAR/PREMIUM

- Formula: 1x, 1.05x
- Forces prospect to actually read and consider the offer
- Use when you're lost with the other two pricing curves

Regular/Premium

- * Only two options
- * Formula: 1x, 1.05x
- * Drives buyer to premium option
- * Huge value difference
- * Tiny price difference
- * Forces prospect to actually read and consider the offer
- * Use when you're lost with the other two pricing curves

Example

[Sean D'Souza / Psychotactics](http://www.psychotactics.com/)

- * [Example 1](http://files.jstark.co/fQyb)
- * [Example 2](http://files.jstark.co/fR1W)

Products	Regular Brain Alchemy MasterClass	Premium Brain Alchemy MasterClass
3 days CD's of Non-Stop Vital Information	✓	✓
Brain Alchemy Course Material Folder	✓	✓
BONUSES		
Cave Chronicles Binder (Worth \$300)		✓
Critiques by Sean (Worth \$3000)	-	✓
Swell Kick How-To Audio Series (Worth \$400) 8 mp3 downloads and transcripts	-	✓
Pay Safely With Any Of The Options Below. 		
To pay by Credit Card	Full Payment US\$2195 Buy Now	Full Payment US\$2395 Buy Now

Course	Copywriting Live Course	Premium Copywriting Live Course
Pdf and Audio Notes for Entire Course	✓	✓
Special Password Protected Forum	✓	✓
Big Bonuses		
E-Book on advertising ads (worth \$750)	✓	✓
The Entire Copywriting and Salesletter course Download (worth \$2500)	-	✓
PLUS: (Worth \$6000) Three Critiques by Sean	-	✓
Special Early Bird Price (US\$) valid for first 24 hours	\$2200	\$2445
Two Payment Options (Bookings Opening Soon!) (Master Card not accepted outside the US) 		
Option 1: Single Payment	\$2200	\$2445
Option 2: 4 Installment Payments (Billed every month for 4 months)	\$575 x 4	\$636 x 4
This course is now closed. It sold out in 25 minutes. Put your name on the waiting list, just in case...		

MORE INFO

- [Pricing Curves](#)
- [Retainer Proposal for BigCo](#)
- [Why More Customers Will Choose Your Middle Offer](#)

More Info

- * [Pricing Curves](https://expensiveproblem.com/pricing-curves)
- * [Retainer Proposal for BigCo](http://files.jstark.co/bkao)
- * [Why More Customers Will Choose Your Middle Offer](http://www.jeremysaid.com/blog/customers-will-choose-middle-offer/)

QUESTIONS?

Video Q&A: <https://www.crowdcast.io/e/jstark2>
 Website: <https://expensiveproblem.com>

Quite a bit of Q&A on this talk can be found here:

<https://www.crowdcast.io/e/jstark2>