



Universal Law #1 Pricing

Module One: What is Pricing?

Knowledge is only part of your success equation. _____ is the other.

_____ + _____ = Success

What is Pricing?

Pricing is how you are _____ for the services you provide.

Your customers' willingness to pay will be determined by your:

- Level of _____,
 - Their perception of your _____, and
 - The _____ you provide.
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Pricing is NOT:

- A tool to take advantage of the _____.
- A way to create revenue you don't deserve by _____ consumers.

Your pricing should reflect the value you provide, and that value should allow you to generate the revenue you need to:

- Provide outstanding _____
- Create happy, referral-generating client advocates
- Offer guarantees and warranties
- _____ your company
- Provide fair pay and outstanding benefits to employees
- Stay in business for years to come so your _____ can depend on you

If your prices reflect the value you provide to homeowners, the real question you need to answer is, “ _____?”

What holds owners back?

If you're struggling with the decision to change your prices to represent the value you provide, _____ may be what's holding you back.

Profits are _____. Profits are _____.

However, if those profits come by charging exorbitant prices that aren't backed up with _____, then you're not acting ethically.

Who benefits from a profitable company?

1. _____
2. _____
3. _____
4. _____
5. _____

Don't feel guilty about success when you achieve it ethically, responsibly, and in a way where everyone _____!

And fulfilling your profit obligation starts with being _____.
