



Alternative Health **Digital**
Marketing for the *Health and Wellness* **Industry**

PRICING your IRRESISTIBLE OFFER[Worksheet]

How value is determined for pricing your program package.

Whenever possible, address your client's success in monetary terms, and measurable results. Give them something they can easily gauge as a before and after factor.

- How do you solve your client's problem?

- How critical is your solution to their health, wealth and success?

- What is the result they are receiving worth to your client?
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- What kind of lifestyle will your client experience without hiring you to solve their problem?
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- How much money might your client lose should they fail to act timely?
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- What do other coaches or practitioners charge for a comparable program? Are you competitively priced, or undercutting?
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- Aside from production costs, what business overhead is required to deliver your program?
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- Does your pricing overly burden your client?
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Expenses ÷ # of Clients = Product Cost

$$\text{\$2k/mo.} \div 2 = \text{\$1,000}$$

$$\text{\$4k/mo.} \div 4 = \text{\$1,000}$$

$$\text{\$8k/mo.} \div 40 = \text{\$200}$$

$$\text{\$8k/mo.} \div 20 = \text{\$400}$$

$$\text{\$8k/mo.} \div 10 = \text{\$800}$$

Example:

Many eCommerce and eLearning platforms require about \$8K in product development and organic marketing costs for a product priced in the \$1K - \$3K range.

Whenever your sales price rises, the expectation is that the sales volume DECREASES, which puts the burden of cost onto fewer clients.

Although it appears counter-intuitive, the PROFIT or PROFIT/COST ratio will actually INCREASE sooner, so you will cover your production and marketing costs within 2 - 4 sales, which is actually an excellent timeline for return on the investment into your product structure.

Using this sales and marketing strategy will gain you the fastest PROFIT, cover your cost the quickest and most easily, and reposition you to re-invest your gains back into your marketing and advertising costs.

When you start to use this approach, your response time for ROI will shorten, and will you be able to allocate and budget advertising spends a lot sooner.



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