

10 Pricing Mistakes You May Be Making

(and How to Avoid Them.)

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Pricing Isn't Just About Price

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Pricing Isn't Just About Price

- Pricing
- Explaining value and setting expectations
- Project discussions
- Quotations and proposals
- Following-up

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Your Goal...

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**Get the professional rate for
every project you handle**

1. Quoting too low or too high

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The Solo Professional's Pricing Triangle



2. Not knowing the “going rates”

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3. Charging by the hour

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4. Asking, “What is your budget?”

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5. Not quoting a ballpark price right away

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6. Lack of confidence when discussing pricing.

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7. Not having a fee schedule

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8. Not submitting a persuasive quotation or proposal

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9. Negotiate-aphobia

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10. Lack of effective follow-up

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Top 10 Pricing Mistakes

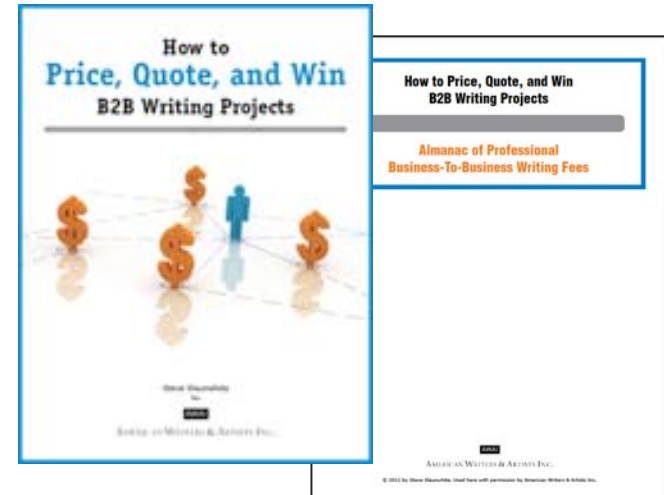
1. Quoting too high or too low
2. Not knowing the going rates
3. Billing by the hour
4. Asking, "What is your budget?"
5. Not quoting a ballpark price right away.
6. Lack of confidence when discussing pricing
7. Not having a fee schedule
8. Not submitting a persuasive quotation or proposal
9. Negotiate-phobia
10. Lack of effective follow-up.

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How to Price, Quote and Win B2B Writing Projects

- 6 audio tutorials walk you through the “power pricing” system
- Ready-made quotation templates, follow-up scripts, and more.
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