



# What Should I Charge?: Pricing Strategies for a Prosperous Service Business

*Julie Ann Price*

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# **What Should I Charge?: Pricing Strategies for a Prosperous Service Business**

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**What Should I Charge?: Pricing Strategies for a Prosperous Service Business Julie Ann Price**

**Figuring out what to charge for the non-financial minded entrepreneur.**

**Are most books on setting prices so technical that you can't figure out if you are coming or going?**

**I am not a math whiz nor do I care to be.**

**I wrote What Should I Charge for the average business owner who just wants some guidance on setting up prices and how to find customers who are happy to pay them.**

**You don't have to have an MBA to be successful when it comes to setting your prices. This book is for you if you want:**

1. Easy to understand writing
2. Real life examples

3. Simple concepts that you can use right away

## **Table of Contents**

**What is the “right” price?**

**Am I charging enough?**

**How can I make a good living from my business?**

**Sell the experience, not the concept!**

**What if my clients can’t afford me?**

**The two biggest pricing mistakes**

**What about your competitors?**

**The hourly rate trap**

**What to do with every client!**

**Creating a long term pricing strategy**

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