



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

Julie Ann Price

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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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From reader reviews:

Karen Olden:

In this 21st millennium, people become competitive in each way. By being competitive today, people have do something to make these individuals survives, being in the middle of the actual crowded place and notice simply by surrounding. One thing that oftentimes many people have underestimated the idea for a while is reading. Sure, by reading a guide your ability to survive enhance then having chance to endure than other is high. To suit your needs who want to start reading a new book, we give you this kind of What Should I Charge?: Pricing Strategies for a Prosperous Service Business book as basic and daily reading guide. Why, because this book is more than just a book.

Brad Marcum:

People live in this new day of lifestyle always try and and must have the free time or they will get great deal of stress from both daily life and work. So , when we ask do people have free time, we will say absolutely without a doubt. People is human not just a robot. Then we consult again, what kind of activity do you have when the spare time coming to anyone of course your answer will probably unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative with spending your spare time, typically the book you have read is usually What Should I Charge?: Pricing Strategies for a Prosperous Service Business.

Brenda Robert:

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