

## Pricing For The Future

Pricing is a very complex aspect of business. It is hard to commit to one number as there is risk that either it is too high and customers will be scared away, or it is too low and you are leaving money on the table.

When you first start a business, you usually have no overhead. Why? You are working out of your home or you are being given favors by friends and family which reduce how much you are spending on office space, equipment, etc.

However, as you grow these costs will increase exponentially. When creating your pricing strategy, although you can afford a lower price today, it is important to ensure your price will allow your business to become sustainable.

Two simple rules:

If no one buys your product, the price may be too high.

If no one complains, the price may be too low.

### Business Solver Modules:

- ❖ Figuring Out Price
- ❖ Increasing Your Price
- ❖ Full Offering



TIP: Pricing needs to cover your future costs, or you cannot grow.

