

CHARGING WHAT YOU'RE WORTH



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Exercise 2: Charging What You're Worth!

One of the things I'm most recognized for is the saying, "**Charge what you're worth, and don't apologize!**" I say this often. On nearly every webinar, on nearly every coaching call, and from nearly every stage.

What you charge affects the business itself and the lifestyle you lead, but so many entrepreneurs don't do this. Why? Who knows - fear, imposter syndrome, self-imposed limitations, feedback from others?

It is my absolute goal to make sure that Youpreneurs don't undersell themselves and their expertise. So with this exercise, we're going to dig into this a bit.

What do I mean when I say charge what you're worth? What ARE you worth, anyway?

Here's a solid, multi-pronged way to find out:

Look up the top 3 competitors, in your niche and make a note of their standard rates:

Competitor 1:

Product/Service:

Rate:

Competitor 1:

Product/Service:

Rate:

Competitor 1:

Product/Service:

Rate:



One important thing to **keep in mind here is that “industry standard” rates are an average.** They give you a good baseline, but with a couple caveats:

1. The posted rates may be well above or well below what you should charge, or what your customers are willing to pay for your product or service. We'll get to that in a moment.
2. In addition, industry standard rates are only one factor in determining what you should charge. I caution you against accepting and proceeding with these rates as your “gold standard” because there are other factors at play that will help you get closer to what you're actually worth... as an individual and an expert yourself...

Expand your search

Once you've got a handle on your industry's standards, you can expand your discovery process to include other internet resources like YouTube and social media.

YouTube: Do a Google search for the top YouTubers in your niche, then search their channels for any episodes about pricing, invoicing strategy, and the like. Watch the video, and then check out the comments section as well!

YouTuber 1:

Pricing Notes

YouTuber 2:

Pricing Notes



Social Platforms: Use the search function to see if there are any conversations happening about rates and invoicing practices in your niche. Facebook groups are great for this type of additional research, so join a few and see what people are discussing.

The numbers never lie. Let's break down the "Charge What You're Worth" numbers.

Here's a quick example:

What's your current annual revenue? \$60,000

What do you want to make per year? \$100,000

The difference per year between current income and desired income is \$40,000

How much additional income do you need to make per month: \$3,333

100,000	-	60,000	=	40,000	/	12	=	\$3,333
<i>(revenue target)</i>		<i>(annual revenue)</i>		<i>(difference)</i>		<i>(months)</i>		<i>(required additional monthly income)</i>

Now plug your numbers into the equation:

.....	-	=	/	=
<i>(revenue target)</i>		<i>(annual revenue)</i>		<i>(difference)</i>		<i>(months)</i>		<i>(required additional monthly income)</i>

Ways to increase your income

Work more hours (least preferable in most circumstances). How many more hours would you have to work at your current salary to increase your income to the desired level?

Increase your rates (*it may be time to increase your rates if the above discovery process reveals a substantial difference between what you charge and what industry standard rates are/what you want to make in a year/how booked you are*). How much would you need to increase your rates by to close the observed gap?

Introduce a new product/service.

How many would you have to sell, and at what price point, to close the gap?



ADDITIONAL NOTES FROM THIS EXERCISE