MODULE 5: PRICING, PACKAGES AND PROPOSALS

What your price is saying

Lesson: Price is a marketing message · about 15 minutes

Use these exercises to read the message in your current prices and test a higher one.

Your business (name, service, main city):

1. Write down your main service, its current price and its format (flat, hourly, per person, range or starting from). What would a first-time visitor conclude about your business from this alone?

2. List the direct costs of delivering one booking of that service and calculate your contribution per booking.

3. Pick a higher test price. Calculate the new contribution, the break-even number of bookings and how many bookings you could lose and still earn the same.

4. Name the client you most want. What do you think they expect to pay, and what proof would they need to see to accept your price?

5. **List every place your price appears (website, platforms, social profiles, PDFs). Note any that are out of date or inconsistent.**

6. **If you are near the $30,000 small supplier threshold, write how you will handle HST in your prices when you register.**

Check: can you now

- Identify the signals a price sends about quality, audience and risk in a service business
- Calculate how many bookings you can lose at a higher price and still earn the same contribution
- Align the number, format and presentation of your prices with your chosen position

One change you will make this week