

RAISING YOUR RATES: EMAIL TEMPLATE FOR SERVICE- BASED BUSINESS OWNERS



Raising Your Rates: Email Template

As a service-based business owner raising your rates, you may be considering how to communicate your rate change in a way that's both effective and thoughtful.

The majority of my brand and communications work is with service-based business owners, from executive consultants to interior designers. Here, I'm sharing the rate increase email template I pass along to clients in these moments. It's based on an email I received several years ago from a practitioner I work with who I thought nailed the email: It was clear, succinct and still very human. I've made changes to the template throughout the years (and removed identifying information) but kept the general framework, which you'll find below.

Congrats on taking these next steps to price yourself competitively—I hope this email template helps you more easily communicate this next phase of your business growth.

RAISING YOUR RATES: EMAIL TEMPLATE

Hi everyone,

I hope you all had a wonderful and healthy summer. As we move into September, I have a few changes to both my fees and services that I'll be putting into effect October 1, 2022 that I wanted to share.

The Current Plan: The current fee structure is based on an hourly rate of \$200.

The New Plan: Beginning October 1, 2022, there will be two changes:

- The base rate will increase from \$200/hr to \$250/hr for new clients. **Current clients will receive a discounted hourly base rate of \$235/hr.**
- There used to be two ways to work with me: One-off 90 minute sessions and recurring biweekly sessions. **Moving forward, I will only be working with recurring biweekly clients.**

I deeply value our work together and am committed to providing you with the best and most modern holistic nutrition counseling. In order to do that, it's necessary to continue evolving.

I'm happy to add time to our next session to speak about this personally and address any questions you might have. I hope we get to continue this great work together.

See you soon,
Nisha