

A person wearing a dark green top is holding a white mug with both hands. The mug has the text 'LIKE A BOSS' written on it in a black, hand-drawn font. The person's hands are adorned with gold rings. The background is a plain, light color.

The Creative Entrepreneur's Guide to

# PRICING AND NEGOTIATION

HB | RISING TIDE

## Table of Contents

### 1

KEY TIPS

### 2

THREE PRICING AND  
NEGOTIATION MISTAKES  
CREATIVES MAKE

By Dondrea Owens

### 4

WHY I'M A FIRM BELIEVER OF  
STATING YOUR FULL PRICES  
ONLINE

By Lin Pernille Kristensen

### 7

REVERSE ENGINEER YOUR  
PRICING FOR PROFITABILITY

By Brooke Olsen

### 10

PRICING FOR MAKERS: 4  
FACTORS YOU ABSOLUTELY  
NEED TO INCLUDE

By Alison Jefferies

### 12

BUILD PROFIT INTO YOUR  
PRICES

By Lynne Somerman

### 14

WHAT SMALL BUSINESS  
OWNERS NEED TO KNOW  
ABOUT PRICING AND  
NEGOTIATION

By Lorra Brown

### 16

DISCUSSION QUESTIONS  
AND RECOMMENDED RISING  
TIDE BLOG ARTICLES

### 17

OUR STORY

## GET FEATURED

We believe in elevating the voices of our community, and we'd love to elevate yours! Submit content for an opportunity to be featured in next month's Rising Tide Society TuesdaysTogether PDF guide. [therisingtidesociety.submittable.com/submit](https://therisingtidesociety.submittable.com/submit).

“How much do you charge?” Are these the 5 most anxiety-inducing words in the creative entrepreneur’s vocabulary?” Lynne Somerman said it best on page 12 of the guide when she explained that confidence in pricing comes from knowing your baseline and pricing for profit accordingly. Like many creatives, you might be tempted to price emotionally, or price simply based on what the rest of your market is charging. However, neither of these lead to the best potential for profitability in YOUR business. Instead, our guide features industry pricing and negotiation experts weighing in on how to assess your cost of doing business and price with confidence whether you’re a product- or service-based business.

## KEY TIPS

# 1

**PRICE FOR PROFIT.** You’ll find various perspectives on how to price for profit in your business throughout this guide, but one thing rings true time and time again: begin with your cost of doing business. Before ever naming a price to a product or service, make sure you’re pricing to cover your basic business costs (and to pay yourself!). Pricing is strategic... and this guide shares more on how to ensure you’re taking care of your business up front! Also, watch the [blog](#) this month for more insight from experts about pricing intentionally to profit in your business.

# 2

**CHARGE YOUR WORTH.** You’re only worth as much as you believe you’re worth... and by setting parameters and limits on how much you think you’re able to profit, you’ll never feel comfortable raising your prices as supply and demand encourages it. When supply decreases and demand increases, it’s likely time to raise your prices, or create alternative streams of revenue for those potential clients ready and able to purchase.

# 3

**STAND YOUR GROUND.** You’ll get the “friends and family discount” assumptions. You’ll get the “can you come down on price because that’s not in my budget, but I, like, really like your work?” question. And you’ll get the “you’re too expensive” comments. But once you’ve used the tools and tactics in this guide to price for profit and with confidence, stand your ground. We all know a business can’t grow without money in the bank. Sometimes you may choose to work for free or charge a lower price point to make a strategic marketing decision. However, setting boundaries, pricing with confidence, and negotiating effectively is key. Stand your ground and your business will be better off for it.





# THREE PRICING AND NEGOTIATION MISTAKES CREATIVES MAKE

Dondrea Owens

Have you ever found it challenging to discuss the price of your product or service? Or, found yourself negotiating your rates in an effort to close the sale?

We've all been there - eager for sales and less than confident about our price.

But pricing your product or service shouldn't be arbitrary, and a fair rate isn't as subjective as you might think.

Read on for a few mistakes creative entrepreneurs make when setting their price and negotiating a fair rate, and learn how to fix them.

## 1. EXCESSIVELY DISCOUNTING PRODUCTS AND SERVICES

It's no secret that customers love a good sale. So, you discount your product or service hoping to entice them to purchase from you. In doing so, you've made price the focal part of your offer, and it is likely to be the deciding factor for the buyer.

### WHAT YOU SHOULD DO INSTEAD ... PLAN SALES.

Choose your dates for sales annually, and stick to them. No more adjusting your price on the fly

to suit your emotions around making more sales. If you find that certain products or services only sell when there's a sale, then it might be time to consider permanently adjusting the price to match the market. But before you do, consider the costs of production to ensure you're not cutting your profit margins too close.

## 2. NEGOTIATING BASED ON CUSTOMER'S BUDGET

Sometimes, our potential customer's budget doesn't match our price. The customer might try to negotiate the price to be more in line with his or her expectations. Or, you might be inclined to negotiate your price because you really want their business.

### WHAT YOU SHOULD DO INSTEAD ... FOCUS ON VALUE.

Spend some time considering the value of your offer, and look for ways to communicate that value directly to your customer. How does the product or service you provide solve his or her problem?

Then, instead of negotiating your price for customers with lower budgets, offer to negotiate your services to fit the lower budget. You could create a smaller package that fits their

needs and their budget while still being fairly compensated for your work.

### **3. NOT KNOWING WHAT IT COSTS TO RUN YOUR BUSINESS**

While we are often aware of the direct costs related to producing our product or service, everyday operating expenses don't get as much attention and are often left out of the pricing equation.

#### **WHAT YOU SHOULD DO INSTEAD ... KNOW YOUR NUMBERS.**

It's important that you know exactly what it costs each month to keep your virtual doors open so that you can fairly price your product or service for profitability. Knowing your numbers will also steer you away from negotiations that ultimately don't provide a return for you. If you'd like a worksheet to help you get clear on your business spending, [sign up here](#).

I hope that by shifting your focus in these areas you're able to gain more confidence to price yourself fairly and negotiate based on the value you bring and problem you solve.

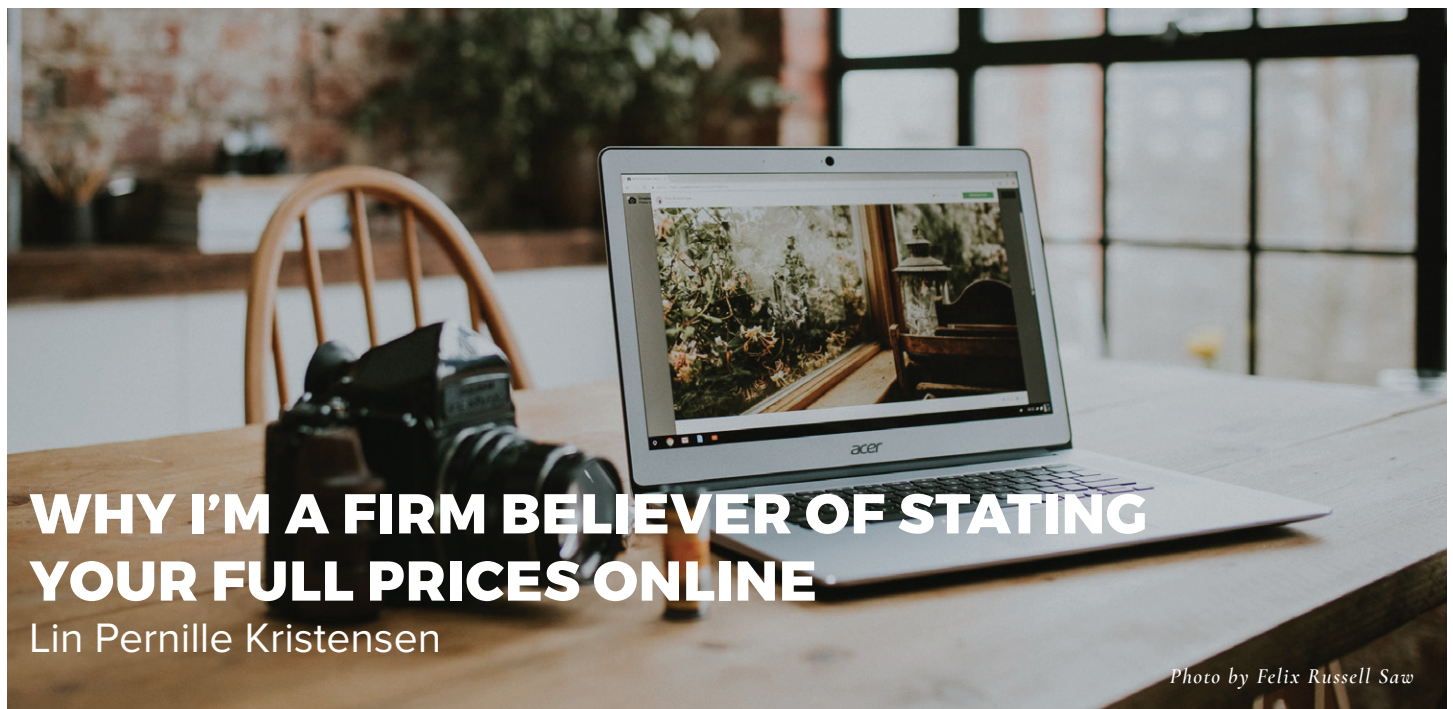


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## WHY I'M A FIRM BELIEVER OF STATING YOUR FULL PRICES ONLINE

Lin Pernille Kristensen

*Photo by Felix Russell Saw*

Whether or not to post your prices online is a hotly debated topic. Most of my peers in the wedding industry choose only to list a “starting at” price on their website, or to not list their prices at all, out of fear of scaring away potential clients due to “sticker shock” before being given a chance to convince the couple that their services are worth that hefty price.

I know this may be the unpopular opinion, but **I choose to state my full prices online**, for several crucial reasons:

### **POTENTIAL CLIENTS SHOULD ALREADY KNOW YOUR VALUE.**

If you're marketing yourself correctly, managing your social media accounts well, and nurturing your client experience, your potential clients will already know the true value of your services before heading over to the pricing page on your website. The work that you show online should already be exemplary of your talent and the quality of your work, the dedication that you show to your clients and your business should already be apparent from your behind-the-scenes posts, and the glowing word of mouth that past clients are circulating about you is more powerful than any pitch you could make in a sales consultation. If a potential client is shocked when they see your prices, they either aren't your ideal client, your online presence needs some extra work, or your prices might not be accurately reflecting your caliber of work.

### **BY HIDING YOUR PRICES, YOU ARE JUST DELAYING THE INEVITABLE AND CREATING AWKWARD INTERACTIONS.**

As your business grows, your desperate need for inquiries from any and every client will eventually evolve into a desire to book only your ideal clients. Your time also becomes more and more valuable and scarce. By requiring potential couples to reach out to you or meet with you before you discuss any pricing, you may end up wasting precious time on couples who aren't able to afford you, no matter how convincing your in-person pitch may be.



This couple will very likely leave the meeting feeling defeated, rejected, or even defensive, and they will inadvertently associate those feelings with your business. These feelings are heightened because they took the time and effort to meet with you only to find out they can't afford you, rather than instantly and effortlessly learning this online. Because of that awkward and negative experience, they are unlikely to recommend your business to a friend in the future, even if they know that that friend would be more likely to afford your prices.

### **YOU MIGHT UNINTENTIONALLY BE LOSING INTROVERTED CLIENTS.**

If a potential client is shy or introverted (or, let's face it, just busy or overwhelmed with wedding planning!) they might not bother taking that extra step of inquiring with you or meeting with you to find out if they can afford you or even consider you. As an introvert myself, I love being able to weigh my options online, without having to be subjected to an in-depth sales conversation. If I'm shopping around for a product or service, if I can't instantly find out if that product/service is a possible

contender, I immediately strike it from my list.

### **INDULGE CURIOSITY FROM WINDOW SHOPPERS.**

Some wedding professionals choose not to show their prices publicly because they only want serious inquiries from couples who are ready to book. I wholeheartedly disagree with this mindset. The earlier a potential client knows your prices (even if they don't have a need for your services yet!), the more time they have to prepare their budget to be able to afford you.

For example, I had a follower on Instagram who had been closely watching my work for years, and had even visited my website and learned about my prices long before she was engaged. Because she knew my prices early on, she was able to mentally and financially prepare to accommodate my prices. The week after she got engaged, she immediately reached out to me and was ready to book. Can you say "dream client?!" The biggest honor is finding a client who values your services and prioritizes working with you above all else.

### **PSYCHOLOGICALLY DISASSOCIATE "MONEY TALK" FROM THE COUPLE'S IN-PERSON EXPERIENCE WITH YOU.**

We all know weddings are expensive. However, a newly engaged couple probably doesn't enjoy thinking about or talking about how much money their wedding is going to cost. By keeping "money talk" out of your in-person interactions, they psychologically associate their time with you with amazing service, beautiful photos (or whatever product or service you offer), and being cared for, rather than the negative thought of the hefty investment they're making.



## **TRANSPARENCY AND HONESTY BUILDS THE K-L-T FACTOR.**

The main goal behind almost all of my online activities is to build the Know-Like-and-Trust Factor with all of my fans and clients. Through my posts, I want them to feel like they are getting to know my real, genuine self, and that includes honesty and transparency about my services. Every year, when I reconsider my prices, I take a lot of time to research the market, evaluate my positioning, and make sure that my prices are accurately reflecting the quality of my work. Because of all this careful consideration, I'm very confident about my prices and know that my clients are getting what they pay for when they work with me, and I'll proudly share those numbers with anyone who is curious.

My decision to show my full prices online has proved to be a great decision for my business. Over the past two years, I've had an 89% conversion rate of the couples I've met with. Every year, I continue to book more and more ideal clients without negative interactions or wasted time on couples who aren't a good fit.

That being said, every business is different and you may prefer a more private and off-line pricing strategy. The best way to find out what's best for you is to try both methods and track your results. Remember to record all of your statistics so you can make an informed decision based on your business' quantitative findings.



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# REVERSE ENGINEER YOUR PRICING FOR PROFITABILITY

Brooke Olsen

How often does an amazing potential client come to you, and you two just connect! You've gone out of your way, articulated your value, then you hear the dreaded words.... "This is more than I can afford" -- and your heart sinks. You immediately run through scenarios to reduce your price in order to work with this dreamy client. But I want you to halt right there.

I want you think of all the time and love you've put into your work, and how you've just spent 4+ hours of the day to prep and meet with your new prospect, just to have them shell-shocked by your pricing (and it's even worse when you already sent over a custom proposal!!).

Your price conveys a message, but your demeanor, confidence, and process are key in executing your price point. The moment you hesitate and show wiggle room is exactly when and where someone will wiggle right in!

Pricing is such a critical component, and it can be a slippery slope if you've set yourself up for failure from the get-go. Your pricing triggers every other piece of your business and payroll decisions. By shorting yourself, it can lead to underperforming, overwhelm, losing income (or worse, paying out of your own pocket) to serve a



client, or the cash flow pyramid scheme (where you're using new clients to support existing client operations).

## TO SET YOURSELF UP FOR SUCCESS, YOU NEED TO KNOW WHAT IT COSTS TO ONBOARD AND WORK WITH EACH CLIENT BEFORE YOU PAY YOURSELF A DIME.

- What is your physical cost of goods for the product or project (think prints, fresh product, inventory, equipment, etc.)?
- What are the costs for your internal and external team members based on the project you're proposing?
- How about the systems that you love (and don't forget about those credit card fees!)?
- What about client gifts?
- And how much are spending in travel expenses?
- And finally, don't forget what you need to set aside for taxes!

Once you figure out your direct client expenses, then estimate your hours and calculate how much money you're making per hour on the project. What does that number look like? Are you rocking it out? Or are you operating on a less than ideal profit margin? Or worse, maybe you're even making less than minimum wage! No matter the results - if your income is looking a bit less than desired, then keep reading for killer ways to correct this!

## **1. UNDERSTAND + CONTROL YOUR COST OF DOING BUSINESS.**

Figure out the amounts you need:

1. To operate your business (with zero clients or projects for the month) - this is now your business baseline!
2. To cover your personal life - Get real with yourself and know what your financial needs are every single month to keep your home life in balance with a roof over your head, food on the table, and your bills paid.
3. To support your long term dreams (including retirement)
4. To support your stretch goals (travel the world in an RV, buy a house for your family, going on the dream vacation to Europe, etc.) Then, control the controllable by reassessing, simplifying and reducing your expenses. Side note: Do this in both your business AND your home life. (Yes, both, and stop lying to yourself about that gym membership, or start using it already!) ;)

## **2. RAISE YOUR PRICES TO SUPPORT YOUR CHANGES AND GROWTH.**

Maybe you've already done some of the stuff below, but haven't actually raised your prices to support these changes. Now's the perfect time to reassess if you've made any of the changes to your service offerings or product lines, but haven't reviewed your pricing since launch.

1. Increased demand for your products or services
2. Faster turnaround times on finished products
3. Your current or growing operating costs
4. Expanded your business lines / services
5. Growing a team
6. Investing in systems that give you back more time in your life
7. Some of the Above
8. All of the Above

## **3. THINK IN A MULTI-FACETED BUSINESS MODEL APPROACH**

- When possible, offer multi-level services, or know how to break up your services into smaller pieces that can be profitable and successful for you, but also allows you to work with clients

who have different budgets with strong boundaries for yourself.

- Is there a service or product line your clients are asking for all the time? Now is the time to test the waters. Disclaimer: this isn't for everyone, but creating products with different price points to provide a light, medium, or full investment approach can be helpful for you and your client.
- Sometimes, to grow we need to curate - so don't be afraid to remove what isn't working or what you don't love. More time away from projects that don't bring you joy means more focus on the ones that light you up!

Pricing isn't always a simple formula. Sometimes we realize that a portion of our services or products are profitable, while others aren't! It's okay if you're just discovering this - remember, your client today doesn't need to know what you sent out yesterday. So, you're always in a perfect position to adjust your pricing for the next project!

And at some point in the negotiation process, it's likely that you and a potential client won't be able to agree on a number due to resources and expectations, and that's okay. Bless and release them back to the wild, or support your community and send a referral name!

At the end of the day: you decide your pricing, not your client. Trust your numbers, know your value, and lean into the right changes for you and your business to generate positive and fulfilling results. Put in the work and changes today, so you can support your pricing with confidence at the next negotiation table!



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# PRICING FOR MAKERS: 4 FACTORS YOU ABSOLUTELY NEED TO INCLUDE

Alison Jefferies

*It's a story that's familiar to many artists and makers:*

You make something beautiful. (I'm a jeweler so I'll use jewelry as an example).

Then, your friends start to notice what you're making.

"Can you make me one of those necklaces?" "You should open an Etsy shop!"

You think, "I bet I could sell these and make some money!" So you set out to do just that.

You register an online shop, upload photos of your work, and then you hit the big blank - PRICE. If you're anything like I was when I started out, maybe you think "How much would I pay for these earrings if I saw them at [insert your favorite store]?" You pull a number out of the air and type it into the blank...

## **STOP RIGHT THERE, PARTNER!**

Before you hit that "post" button, there are a few other factors you need to take into consideration - especially if you intend to make that online shop into a bona fide business. You need a pricing strategy that will enable you to build a thriving, profitable business.

I've compiled this list to help set you on that path. Here are 4 factors you must include when considering pricing as a maker.

### **1. COST OF SUPPLIES**

This one is a no-brainer. If you're making a necklace, how much did the beads cost? The string or chain? How about the clasp and other findings?

Are there any other costs you will incur while creating the item that gets delivered to your client? Here's one you might not think of initially that will eat into your bottom line: how much did it cost to ship those supplies to you?

### **2. LABOR AND TIME**

If you're just starting out, this is the hourly rate you will pay yourself. That number is entirely up to you, but I'd suggest researching what the industry standard is for your particular craft. At the very least, you need pay yourself above your state's minimum wage.

Be sure to factor future growth into this part of your pricing equation, too. For instance, if you were to hire a production assistant to help with larger volume orders down the road, how much would you pay

them?

You should also ask yourself how your own pay rate as CEO will evolve over time as you gain skills and expertise.

In addition, you may want to reflect on how fast you are working now vs. how quickly you or an employee could make your product in larger volume with more experience making it. When I first started making bridal headpieces, it took me hours to figure out how to wire-wrap individual pearls and I spent a lot of time fiddling with the design. But now that I've made dozens, I can do it quickly according to a set system. The latter scenario is what determines my time count.

### 3. OVERHEAD

Overhead is the day-to-day cost of doing business. It includes everything from rent, internet, and electricity, to larger purchases like computers or power tools.

Here is a simple way to calculate your overhead:

- Total up all of these expenses for one year. (If you've been in business for a while, you can look this up in your records. If you're new, do some research and make a projection.)
- Divide that number by 12 to calculate your monthly average.
- Then, divide your monthly average by the number of pieces you sell in a single month. The resulting number is how much overhead you need to include in your per-piece overhead calculation.

### 4. PROFIT

Profit is the factor that I see the highest number of makers overlooking when they price their work. But the reality is that profit is the most important number because it will determine how much you can grow. Simply speaking, profit is the amount of money you make on each sale that you didn't spend on making the product. It's money you can reinvest into your company or spend however you choose. (Hey, you're the CEO!)

Profit has enabled me to invest in my own education as a jeweler to learn skills I wouldn't have been able to teach myself. These skills have consequently increased the value of my work by giving me a larger menu of services to offer my clients, experience working with higher quality materials, and expertise that my customers can trust when they commission a piece from me.

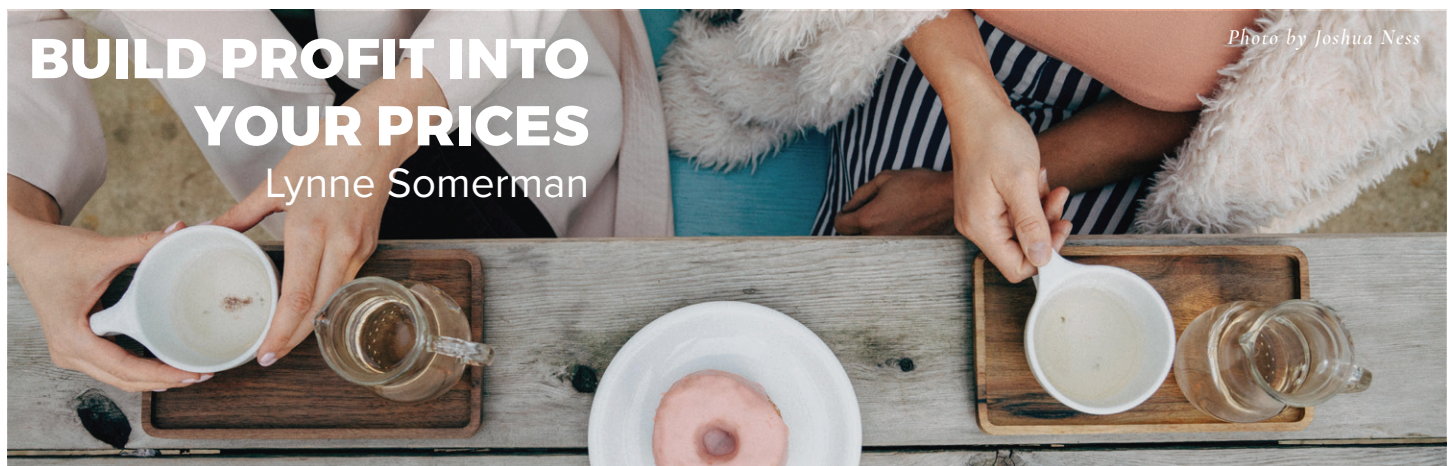
In your business, profit can provide you with the means to invest in the things that you know will increase your value as a maker. Maybe you've been wanting to hire a coach but just haven't had the cash. Or maybe you're dreaming about an expensive tool that would cut down your production time. Whatever your goal, profit is the vehicle that will get you there.

And... now that you know all the factors that go into pricing your work, go ahead and hit that "post" button!



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## HOW MUCH DO YOU CHARGE?

“How much do you charge?”

Are these the 5 most anxiety-inducing words in the creative entrepreneur’s vocabulary? Did your stomach clench up just reading that?

What if you not only had a number in mind, but you could state your price without having an urge to immediately offer a discount?

The number we’re talking about here is called your Cost Of Doing Business, or CODB, which means, essentially, your *minimum* price. (Note that I said minimum, meaning, you can and should charge more than this if your skills and your market will bear it). Your cost of doing business is, essentially, the price it takes to keep the lights on and your butt in the seat.

Knowing your cost of doing business allows you to end sales calls and send proposals with confidence in your value and the work you’re doing. Wouldn’t that feel *refreshing*? It also is how you know what your baseline numbers are so that you don’t end up working 7 days a week to pay your bills. That’s because you’ll build some profit into your prices – and profit is just a fancy way of saying “your ability to continue having a business”.

Knowing your cost of doing business can be the difference between being a struggling freelancer and being a BOSS.

## HOW TO FIND YOUR BASELINE NUMBER

Finding the number is easier than you think!

[If your eyes are glazing over already, head over to [grab my handy-dandy spreadsheet that I made just for you](#) – it will do the math for you! Plus it takes into account things like types of customers, existing numbers, etc.]

First, make a list of all your regular and irregular expenses, like:

- Software and subscriptions
- Office expenses
- People you hire
- Travel and transportation costs
- Professional development
- Marketing
- Financial charges (like PayPal and Stripe fees, interest on business debt)

Then, convert them all into annual expenses and divide by 12, and add 30% (for taxes\*, my friends; oh, how we love to forget about taxes!). This is your starting point. This number is your monthly ‘keep the lights on (and the tax-man away)’ number.

But, remember – your true cost of doing business is ‘keep the lights on and **your butt in**



**the chair.’** So now, we need to talk about your salary.

You can actually do this same exercise with your personal finances – what is your personal minimum? What do you need to keep your lights on at home? What about the cost of buying yourself health insurance, paying for out of pocket medical costs, and contributing to your retirement fund (all things that are subsidized when you’re working a ‘regular’ job)?

Add your ‘keep the lights on’ numbers together, and that is your (bare-minimum) cost of doing business.

\*30% is a rough estimate, and varies a lot. Ask your tax preparer for your personal rate if you’re not sure.

## HOW DO YOU USE THIS NUMBER?

The most important thing to remember about this number is that it is your minimum. Additional money you charge is money that you can use to invest further in your business, outsource more work, pay yourself more, or save for rainy days (or bad revenue months).

So, how do you turn this into a price for your services?

Ask yourself: how many people do you want to work with each month? Not how many people can you work with each month, but how many feels good? Be realistic here, and make sure you’re planning for things like sick days, vacation, time off for holidays, and for clients that suddenly take up a lot more time than you’d planned for *#entrepreneurrealness*.

Let’s say your minimum cost of doing business is \$5000. If you make less than that number, you will have to go into debt or draw on savings.

If you reasonably can expect to work with 5 clients a month, every month of the year, then that means you need to charge each one of them at least \$1000. If, however, you can work with 5 clients a month but your business is seasonal, and you only work 5 months a year – then you need to charge each client \$2400, just to pay the bills.

You should try to charge at least 25% more than your baseline cost of doing business, to allow for rainy days, and investing in your business. If you have specialized, in demand skills – or you’re in a market that can bear it, charge 50%+ over your minimum number. This will be a huge help with your cash flow, and your ability to continue running your business successfully! If you’re not (yet) able to charge that much, make that your goal.

Remember, you can also just put your numbers into a spreadsheet and see how you’re doing.

[Check out the one I created for you right here.](#)



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# WHAT SMALL BUSINESS OWNERS NEED TO KNOW ABOUT PRICING AND NEGOTIATION

Lorra Brown

*Photo by Didier Weemaels*

Being able to set the right price for your products and services is one of the keys to success for any small business. Using the three steps outlined below, you will be able to come up with the right price for your business that will help to maximize your overall profitability.

## UNDERSTAND YOUR COST OF DOING BUSINESS

As a general rule of thumb, you need to be making a profit on every single item that you sell. Unless you are a clear market leader like Walmart, you simply don't have the ability to take a loss on any sale by marking down your products to incredibly cheap prices. (Companies like Walmart "make it up on volume," meaning they sell plenty of other products where they are making a profit.)

Thus, the starting point for setting the right price is being able to understand your true cost of doing business. This enables you to take your base cost and then add a profit margin to come up with a final cost. By doing so, you can ensure that you are always making a profit on every sale.

For example, if you own a bakery and you are trying to come up with the right price for your cakes, you would need to take into account factors like the price of all the ingredients used to make those cakes. Thus, if the cost of a key ingredient suddenly increases by 20%, you would need to decide how much of that extra cost you are willing to pass along to the final consumer.

## EXPLORE DIFFERENT PRICING STRUCTURES

Once you know the minimum cost you can charge on a product to break even, you can start to explore different pricing structures. For example, one common pricing strategy is to offer a "basic" product or service for regular customers, and then offer a "premium" product or service for customers who need extra functionality. The bigger your business is, the more "tiers" of prices that you can offer. Think about your Netflix subscription or any other service



that you use – there are always different price tiers, depending on overall use. The goal of any company should be to “migrate” users from lower price tiers to higher price tiers.

In order to maximize your overall profitability, you should also consider how to increase the value of every sale. One way to do this is by the “upsell.” This simply means that you give customers the option to increase the size of their order right as they are about to make a final payment. The classic example of this is

a fast-food business like McDonalds, where the “upsell” is the extra fries or the extra-large drink that you can order with your burger. Or think about Amazon – as soon as you put an item in your shopping cart, Amazon always reminds you of other products that you might also like (“customers who bought this also bought this...”). And cable companies are constantly asking you if you’d like to add a premium network like HBO to your monthly subscription.

## NEGOTIATE FOR PROFITABILITY

Keep in mind – your prices can be flexible. They do not have to be static and unchanging. Here is where you will want to negotiate for profitability. For example, many businesses offer “bulk discounts” for clients or customers who place very large orders. Other businesses offer special discounts to clients or vendors who agree to make large upfront payments. Still others will offer special “freebies” for large orders. Just think about shopping online at your favorite e-commerce website – the company will generally agree to throw in “free shipping” as long as you make a purchase of a certain size. And, finally, there are plenty of incentives that you can give to clients who pay in cash because you won’t have to worry about credit card processing fees or charge backs. (Even your local gas station will generally give you a better price if you agree to pay in cash rather than use credit!)

The key point to keep in mind, of course, is that you need to make a profit on every sale. Where your flexibility comes into play is by determining how large of a profit margin you actually need to make on every transaction. By understanding your true cost of doing business, and then exploring different pricing structures, you will know exactly how much flexibility you have with every new sale.



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# DISCUSSION QUESTIONS

- 1** What was your first pricing strategy at the launch of your business? How has that changed?
- 2** If you could go back in time and tell yourself one thing about pricing at the launch of your business, what would it be?
- 3** What is one thing you do to justify your cost and value to potential clients?
- 4** Have you researched or connected with other creatives in your industry and market to learn about potential pricing structures, and how has it helped?
- 5** How do you manage questions about discounts, friends and family pricing, and working for publicity?
- 6** What is one thing you intend to change or implement in the next week related to your pricing, potential for profitability, and negotiation?

## RECOMMENDED RISING TIDE BLOG POSTS

All month we'll be sharing more content about pricing and negotiation on the [blog](#), so check back to learn more. And in the meantime, here are a few of our best articles on how to price your products and services, get paid more, and deal with the dreaded friends and family discount.



### RT TEAM + MEMBERS

How to Charge Your Worth and Get Paid More

<https://www.honeybook.com/risingtide/charge-your-worth-get-paid-more>



### LAUREN DRAGON-COOK

Coping with the Dreaded Friends and Family Discount

<https://www.honeybook.com/risingtide/coping-dreaded-friends-family-discount>



### REINA POMEROY

The Heart Centered Biz Bosses' Guide to Pricing Your Services

<https://www.honeybook.com/risingtide/pricing-your-services>

Disclaimer: The advice featured in this guide and on the blog was sourced from our community members for sharing of general information and knowledge. For specific legal, tax, and professional advice, please consult an authorized professional.

As a valued member of our Rising Tide | HoneyBook community, you get 50% off your first year of HoneyBook. Uplevel your professionalism and get started today with a free trial. [Join Today!](#)

## OUR STORY

We believe an empowered creative economy will change the world. By elevating the voices of creatives around the world, sharing their stories, and building a thriving online and offline community, we support the creative in their pursuit of a sustainable livelihood.

Every day we are on a mission to empower the creative economy to rise together, doing what they love.

**Rising Tide** is a living library of educational resources by creatives for creatives. With blog content from thought-leaders throughout the creative industry, free educational webinars, monthly guides, and online summits—our members are equipped with the knowledge they need to succeed in business.

We fuel over four hundred monthly meet-ups across the world that discuss a relevant business topic. We believe that magic happens when creatives gather, support one another, and are empowered to pursue their passions.

### HOW WE STARTED

In May of 2015, Rising Tide hosted its first set of local meetups in twelve cities across the United States. Coffee shops and wineries filled with small business owners seeking a new mindset in the creative landscape—one built on relationships. Creatives who typically spent day after day sitting at their desks with only the hum of the computer and their third cup of coffee to keep them company now had the opportunity to engage in community within their own towns.

One by one we added meetups in cities from the Northeast to the Southwest, and even internationally. As Rising Tide and the concept of “community over competition” was welcomed with open arms, we had the opportunity to merge with HoneyBook to build an intentional creative community worldwide.

We are only as strong as the communities around us, so we dedicate ourselves to supporting non-profits and organizations we are passionate about. To date, we’ve given over \$100,000+ to non-profits including The School Sessions, U.S. Dream Academy, The Birthday Party Project, Thirst Relief and more. We have also partnered with Pencils of Promise to build a school in 2018—funded entirely by community donations through our annual RISE Summit.

We believe that when creatives rise, the world is changed for the better. Together, we are empowering the creative economy to pursue their passion with the support of a community.

