

Finding Your Right Price

How to charge what you're worth, and have your customers happy to pay.

By Mark Silver
*Fourth-generation entrepreneur
and Sufi spiritual teacher*

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When you want to make a difference, but need to make a profit.

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from the BusinessHeart™ Series

Stop Short-Changing Yourself!

Your Right Price

Finding the Resonance in Your Value

by Mark Silver

I have rarely seen an issue that brings up so much confusion and anxiety among business people as proper pricing.

Even though you love your product and service, you often feel insecure about the price. You worry that it's too high, it's too low, am I valuing my product or service enough, what about the competition?

You get to decide how to price your goods or services. It sounds like a simple task, but I know many people spend a lot of time worrying about setting prices, wondering if they are right, wanting to raise them, but they're scared of losing customers. Sometimes people want to lower prices but they are afraid they would betray themselves or put themselves out of business.

There are a lot of opinions out there about how to set prices. People tell you to "analyze your competition," to "do market research, including demographics, and needs assessments." You know what I say to all of that? Oy!

Comparison doesn't make the decision any easier, however. For you in a small business, detailed comparison and analysis is rarely useful or necessary. It is sometimes useful to do research and market comparisons with your "competition."

But chances are you already know the general ballpark prices for your product or service. Does knowing the ballpark make the decision any easier? Look at hairdressers, some who charge \$7 a cut, and others who charge more than \$100. If you are a hairdresser, how does this comparison help you?

Research and comparison is not the answer. For the scale most of us are working on as entrepreneurs, if you listen to the truth in your heart, and not to the flights of your fears or your ego, you will land on the “right” price- the resonant price.

The key is that the price has to be authentic to you. I’ve seen people, including myself, take some pretty hard falls by trying to price themselves in inauthentic ways. Without using your heart, market research and comparisons can lead you to an inauthentic price for yourself- and therein lies disaster.

Authentic pricing is something we just know. We’ve all had the experience where we spent money that didn’t feel good. We pay too much for something, and we feel like we’ve been taken advantage of, and we usually know it as we’re handing the money over. And we’ve also seen when prices are set too low and make us wonder “What’s wrong here? Is there something I don’t know?”

You have probably bought a product or service when it just felt like a great value. You felt what you bought was a great thing, and you felt happy giving the money to the seller.

Let me give you an example:

Case Study

I had a client who was in a service business, teaching yoga and providing individual healing/yoga instruction. She fought raising her prices, scared that she would lose the clients she had.

We went through a process in my seminar, the same one I describe in this article, of going up the scale from lower than what she was charging currently, to very much higher than the top of her comfort zone.

What she got was that her price needed to go from \$60 to \$75. Everyone else in the group, independently, (this exercise is done silently except for my guidance) also got that \$75 was the price that felt the best.

Then she had a moment of truth. She realized that clients had recently tipped her \$15 over her \$60 asking price. \$75 was what her clients resonated with as the right price. Her price was so much under what it should have been, that people were unconsciously paying her “right” price. Up went her prices, no problem.

It’s not just about raising your prices. I worked in a company under another coach who mentored me. She gave me no control over my pricing- coaching was a package- individual sessions with me, and a group coaching meeting that she facilitated. The problem was, her group package prices were a big jump for me, and I collapsed under them- I was never able to enroll many people at that price, certainly not enough to make it as a business. Her price was not - yet

- my resonant price.

When I stopped working for her and went out on my own, I dropped my prices to my resonant price. My practice filled, and, before too long, my price went back up. But it went up from an authentic, resonant place, and my business has never suffered from raising my prices.

Give yourself the time to find what your “right” price is- you might be very surprised.

Keys to The Right Price

- **Get clear on how you are charging.** Is it a value-based package, is it by the hour, is it per product?

Once clear, know what your ballpark is. Find the a price that is just off the low end of your scale- low enough to make you cringe. Then, find the price that is just above the highest price you could imagine right now- high enough to make you collapse. This is your scale to take into the exercise.

- **Generally there isn’t just one “right” price.** Usually it’s in a range where the low end is more comfortable, and the high end is more of a stretch. Know that you may find a range of prices that resonate to different levels. I suggest picking a number that both feels open and stretches you a bit. If you pick a price that already feels completely comfortable, it will seem too low after you charge that price for a few weeks.

- **An inauthentic price can be too high as well as too low.** This isn’t a contest to see how high you can get your price- you are trying to feel the right resonant price that will open the door to the most people.

- **The best way to do the following exercise is with some trusted colleagues or friends.** It’s easier to trust yourself when you see that other people are resonating with the same or very similar prices to yours.

Okay, ready? The exercise begins on the very next page.

Workbook Exercise:

Finding Your Right Price

When doing an exercise like this one, it's very important to first and foremost listen to **your own heart**. The world is full of people who trusted their hearts, in the face of what all the "experts" have said, and found success and happiness. The world is equally full of people who have listened to the "experts" and other well-wishers and advice-givers over their own hearts, and found themselves feeling cramped, unhappy, and unmotivated.

It is great to learn from others. However, in every business situation, the final choice is yours. I have found that it can be very challenging to hear your own heart when the voices of the experts and of your own fears and insecurities are drowning it out.

When you are using your heart to find the answer to questions in business, it helps to have some consistent, dependable way to access your heart. Intuition, guidance, a knowing, trusting yourself- all the ways people talk about accessing the knowing in their heart, it can be learned and developed.

The approach I use is the Remembrance, and I highly recommend it. It is very simple and profoundly effective. I describe it completely in my *Getting to the Core of Your Business* workbook, available free online. Click here and go get it: <http://www.heartofbusiness.com/thecore>

If you aren't familiar with the Remembrance, you can just jump right in. When I mention the Remembrance, simply let yourself breathe, bring your attention to your heart, and notice how your heart and your physical body feels.

If you have a lot of fears and insecurities that creep in (don't we all?), don't try to push them away, make space for them. Let yourself know that this is just a game, that you don't have to make these changes- you are just doing an exercise. While you may find afterwards that you do want to make these changes, by relaxing the stakes a bit, it helps your fears to calm down.

Okay, next page, and you are ready to find your resonant price!

Exercise: Setting Your Right Price

This exercise can be done alone, but works best in a group, because you can then experience the resonance in the price from a variety of people, and it helps you to trust it. If you are using it in a group, make sure everyone has a copy of this workbook. Also make sure that at the end of the exercise the person setting the price speaks first, before anyone else speaks.

First identify someone (it may be you) who will guide you for step 4.

1. Identify the range of prices, and the unit of the price.

(Example: For a yoga class, you may be looking at a scale of \$5 (way too low for you) to \$30 (way too high for you) per student per class. For a coaching session, perhaps you are looking at \$75 to \$300 per hour, or per client. For used clothing, where there are a lot of different items, maybe you are looking at a general change of minus 20% to plus 20% increase in all prices.

In consulting, contracting, or other value-based package deals, you can look at an individual client proposal package if your work is custom and the pricing varies each time (proposal for xyz corporation is between \$10,000 (way too low for you) and \$75,000 (way too high for you), or total package cost if it's more standardized.)

2. Begin with the Remembrance, or other heart-centering technique.

3. For the person setting the price: See an image or feel the essence of your good or service in front of your heart.

For others in the group: See an image or feel the essence of their good or service in front of the heart of the person setting the price, not yours, so you don't end up getting your own pricing reaction mixed in with what's right for them.

4. Now, the person who is guiding the exercise begins, starting below the lowest end of the price range, and goes up in increments beyond the high end. Trust your intuition on what increments to set. Speak the prices slowly, so each person has a chance to feel the price. If you are

doing this alone, take enough time to feel each price in the scale, take your time.

Each person in the group will be bringing the number to the heart of the person setting the price. For the life coach above, the person speaking might say: “70 dollars (pause) 75 dollars (pause) 80 dollars (pause) 88 dollars (pause) ...”

5. Starting with the person pricing, share the perceptions of what happened with the numbers. Sometimes people sense a knowing with certain numbers. Some people may have a feeling of expansion, or lightness, or a “yes.” There may also be different reactions- where one number might feel more open and expansive, and then a higher one feels even better, and you may have a sense that the first is for now, and the second is one you can grow into.

(Example: The Mary the life coach first felt a sense of lightness and ease at \$95, and it continued to feel more and more open up to \$130, then beyond that, it felt heavy and dark. Others in the group felt different things, but generally most felt an opening in the \$90-\$100 range, and most felt the closing in the \$120-\$150 range. So, the life coach felt like she could start by charging \$110- she felt excited and comfortable with that, as it was a nice raise over her current \$80 price. She also promised to check in after a month to see what the results have been.)

Trust what you get.

The reason why this kind of pricing exercise works is because your heart can unconsciously take into account many more variables than your head can keep track of. I have found that it's a good idea to go with a price that stretches you slightly, not the price that you are completely comfortable with before you are charging it. Why? Because as soon as you start charging the price that feels completely comfortable, in a very short amount of time it will feel too low.

How do you tell clients or customers you are raising your prices?

If you are selling products, you just raise your prices. If you have regular customers, you may send them a courtesy letter ahead of time letting them know that your prices are going up

on such and such a date, perhaps giving them time to buy a supply at the old price before the deadline.

For service providers, one strategy is to charge new clients the new price, and tell current clients that they will receive their current price for a short time before the price goes up for them. And, depending on what you want, you may make yourself available to negotiate with certain clients to work something out with them.

However, what I and my clients have found, is that if you are changing your price to your resonant price, then no one squawks. In fact, the usual response my clients report is a surprised one. “My clients all were happy about it- they had been wondering when I was finally going to raise my prices. One person even said they didn’t want to wait until the 1st to start paying me the new rates.”

Don’t apologise. It’s not about value. It’s about the relationship.

You can too easily sound apologetic. If you are making excuses as to why you are raising your prices, it becomes a burden for your clients. Just be clear, and they will say Yes.

Remember that receiving your right price is not about puffing yourself up– it’s actually about humility, and a willingness to receive. The only healthy relationships are between equals. If you want to have a healthy relationship with your customers, you not only have to give to them as the one providing a solution to their problems, but you also have to be humble enough to receive what they have to give, in terms of provision for you. It’s not about value, it’s about the sacred relationship that is created when you give to someone who is in need, and they give back to you to help provide for your need.

Enjoy your new price!

Resources

Buy this book- available through our online bookstore:

Million Dollar Consulting, by Alan Weiss - he wrote THE chapter on value-based pricing.

Available through our bookstore: <http://www.heartofbusiness.com/store/bookstore.htm>



The Last Word

For me, business is a spiritual journey. It is my full intention that you have success in your business personally, that you make a healthy profit and enjoy it. In addition, my highest hope is that in the process of your success, your business becomes a bright, shining beacon of generosity and hope in your community.

If you are happy doing what you are doing, if you are giving your jewel in the world, if your marketing is bringing a sense of relief and joy, instead of the emptiness and seduction we see so often, then your business, no matter what you do, will be a catalyst for healing in this world. Our world needs healing.

Even though I've been on a spiritual path for a long time, and have been named a Master Sufi Teacher in my lineage, I sometimes still feel a little shy in bringing it out into the bright light of day. Yet, if I can't show who I am, how can I expect you to be brave enough to show your authentic self in the marketplace? And that's what we all need more of, truth and authenticity.

I want to include a quote from a great Sufi spiritual master:

“When you find the love, you find yourself. The secret is in the love. You are the love, not another. Everything is in the love, and everyone needs the love. If you find this, what more could you want? When you know, what could you want? When you have the knowledge of the love, you feel peace in your heart. The jewels are inside you. This is the holy meaning. When you understand, then you are the meaning, the holy meaning. But look and reach so that you find every meaning and do not hesitate because inside every meaning is the quality of the love. The love has seven qualities and this love knows no difference. If the Muslims, Jews, Christians, and the people of any other religion, knew their religion well, there would only be one religion, the religion of love and peace and mercy.”

from Music of the Soul, by Sufi Sheikh Sidi al-Jamal

Thank you for joining me on this journey. May the Heart of the world bless you and shower you with mercy, and love, and peace, and may you feel carried and blessed in all of your endeavors. My door is open to you, please reach out for support.

my best to you,

Mark Silver

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Perfection is a quality of the Divine.

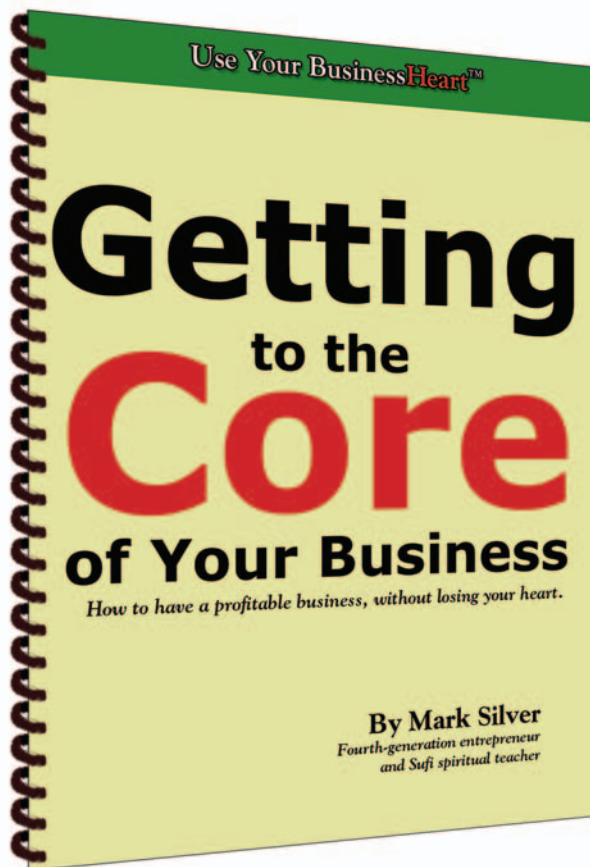
And I'm only human. Although I have edited through this workbook, and it has been distributed widely, bugs, problems, mistakes, typos, and all sorts of things can slip through despite my best efforts.

If you have a question, issue, find a problem or what looks like a mistake, let me know! It's only through each other that we can hope to experience the true Essence of Divine, and, in the process, produce excellence.

Click on the link below to drop me a line:

<http://www.heartofbusiness.com/contact>

Are you a spiritually-minded person in business? Do you want to make a real difference, but first you need to make a profit?



Many people are aching to find out how to stay in centered in their heart while successfully running a small business. The BusinessHeart™ approach is unique in integrating more than 5000 years of grounded, effective, transformational spiritual tradition and teachings, directly into practical, down-to-earth business practices.

It all starts when you pick up a free copy of Getting to the Core of Your Business, a transformational workbook that will turn your understanding of business upside down, so that your heart can finally feel nourished, and you can be extremely effective, in everyday business tasks.

Hundreds of businesses globally are following the BusinessHeart™ approach, with extraordinary success. If you are spiritually-minded, in business to make a difference, but also need a practical, down-to-earth approach to having a successful business, come get your free workbook.

To find out more, just click on this link:
<http://www.heartofbusiness.com/thecore>



About the Author

Mark Silver, author of Unveiling the Heart of Your Business, is a fourth-generation entrepreneur, all the way back to his great-grandmother who ran a stocking factory in turn-of-the-century Poland. Running businesses is in his blood.

After several careers, including running a magazine, a distribution business, a graphic design firm, and running around on an ambulance as a paramedic, his spiritual journey connected with his journey in business, and he now integrates more than 5000 years of spiritual tradition with down-to-earth business practices.

Since 1999, he has worked with hundreds of entrepreneurs, self-employed, and small business owners, in the areas of money, marketing, systems, and just plain doing well in business. His writing and teachings are followed by people in small businesses around the globe. He invites you to taste what Heart of Business™ is offering through a free workbook excerpt of his book, available online.

<http://www.heartofbusiness.com>