

HOW TO LOSE A CLIENT IN 7 DAYS

DAY #2: CAPACITY BASED PRICING

You are going to have to make some bloody tough decisions whilst running your business. As it grows, your products evolve and your ideal customer changes...you are going to have to be BRAVE. Set up your business with the right assets as it evolves, and those decisions become much less about being brave and simply more about being commercial.

Step #1: At this current time, is your capacity full? YES/NO

Step #2: How do you work out your capacity? _____

How much do you charge each client? £ _____

What are your earnings from these clients? £ _____ / _____

Step #3: Mark out at which point you will start to introduce new prices:

X	X	X	X	X	X	X	X	X	X
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Step #4: If your capacity is full, how can you reduce it down, to create more time?

Step #5: If you reduce your capacity, how will you create the same amount or more money within your business?

