



# Pricing Right

Price Your Career Services  
With Confidence

Lesson One



# **Lesson One: Do You Have a Pricing Problem?**





**“If you’re making \$50,000 or less in your business, it’s not a business, it’s a job – and it’s not a good job either.”**

**- Nell Merlino**

**Creator of Take Our Daughters to Work Day**





# How do you know what to charge?

- Guess?
- Ask other resume writers?
- Resume Writers' Digest Annual Industry Survey





**PRICING**  
**\$ RIGHT**

**\$10,000**





**The #1 question I get from  
resume writers I talk to is about  
pricing our resume services.**



**Your pricing strategy should be unique to you.**

**It has to work for *you* and it has to work for  
*your ideal clients.***





**"Pricing, at its most simplistic level,  
is easy."**





# What this course will cover:

- Picking the best pricing model for your business





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- Gauging how much your time is worth





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- Determining what to charge





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- Picking the best pricing model for your business
- Gauging how much your time is worth
- Determining what to charge
- Having “confidence in pricing”





# What this course will cover:

- Understanding what you should NOT do in pricing your services





# What this course will cover:

- Understanding what you should NOT do in pricing your services
- How not to “give the farm away”





# What this course will cover:

- Understanding what you should NOT do in pricing your services
- How not to “give the farm away”
- How to raise your prices







**Jobseekers aren't  
buying a resume.**



# How to know if this course is for you:

- If you want to meet (and exceed) your revenue targets





# How to know if this course is for you:

- If you want to meet (and exceed) your revenue targets
- If you're having a hard time figuring out how much to charge





# How to know if this course is for you:

- If you want to meet (and exceed) your revenue targets
- If you're having a hard time figuring out how much to charge
- If every time you quote a prospect, you worry they will say no





# How to know if this course is for you:

- If you're busy all the time but struggling to make ends meet





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- If you're busy all the time but struggling to make ends meet
- If you seldom – or never – get price resistance from clients





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- If you frequently get price resistance – but your prices are low





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- If you're busy all the time but struggling to make ends meet
- If you seldom – or never – get price resistance from clients
- If you frequently get price resistance – but your prices are low
- If you think your prospects or clients won't pay more







# **HOMEWORK:** **Questions for Self-Reflection**



- If you're using set pricing now, is it working for you?
- If you are quoting individual projects, is that system effective for you?
- Do you want to consider changing how you are handling your pricing?
- Do you need to change how you quote your prices in response to how your prospective clients like to be quoted?

