

PRICING  
THAT  
GOOD

FEELS

WITH NICOLA BULLOCK

**Pricing your offer is both a spiritual practice & a mathematical calculation. When you honour both, it allows you to feel so good about what you charge.**

We need to first look at what you need to make, including all expenses (both current and what you will need in the next year). I call this your enough number and will allow you to understand where you currently are in relation to this number and where you need to build to.

If you don't yet know your baseline business expenses AND baseline life expenses, now is the time to understand those numbers.

When establishing both numbers, I recommend that you give yourself a buffer of 'extra' to cover expenses we don't think about and also so we have some room to invest in things that we would like to.

Our business baseline should also include \$\$ for taxes as well as expanders (which can go into a savings account until you decide how to use it).

# ESTABLISHING YOUR BASELINE:

Business expense baseline:

\$

Life Expense Baseline:

\$

Current offers pricing:

- 1.
- 2.
- 3.
- 4.
- 5.

Time investment per offer (per month)

- 1.
- 2.
- 3.
- 4.
- 5.