

New Pricing Script for Current Clients

Don't struggle transitioning your current clients into your new pricing structure. You are totally worth making a great living, as undoubtedly you give great value to your clients, so its time to up level your fees.

The script to communication your new price is simple and to the point. You can do this over the phone (best option or through email.) Either way you can read it out word for word so you don't get nervous.

There is even an additional script if you are providing any free or pro-bono work and you want to transition over to being a paid client. Both scripts work well.

Before you start your new pricing conversation...

1. Before the conversation, take a moment to remind yourself of the immense value you add to your clients and their lives. Affirm to yourself, "I'm worth every cent!"
2. Have the conversation at the start of your session or meeting, not the end. That way, you don't chicken out or end the session with any awkward money talk.
3. Pause in between each sentence to let them add their thoughts or agree with you. It stops you from speaking too quickly, and honestly, if they love working with you, let them tell you!
4. Keep it light and brief. This is not a negotiation process. It's a heads up. If they have questions, take a note and say you'll come back to them after their session.
5. Account for a maximum of 5 minutes to discuss your new price and then give them that extra time at the end of their session so they don't feel shorted in their time with you.

Script for existing clients

"Hi, before we get started today, I just want to remind you that your current package with me ends on (date)."

[Pause to let them make agreeable comments, "I love working with you too!" is a great sign]

"I'm discontinuing this current package at the end of the month but I'd love to transition you into my new [awesome package name] which I think is much more appropriate to where you're going in your life / business (health-relationship-financial goals)."

[Briefly explain the new benefits – it genuinely has to feel like you're graduating them, not that you're just charging more for the same thing.]

"As a special nous as one of my exiting clients, I'll also gift you with (an additional VIP day, free access to another program) to say thank you for renewing your contract." **

"The investment for the new program is \$X and I have a payment plan."

"You don't have to decide today, this is just a heads up, but do you have any initial questions?"

[Definitely stop talking here – sit on your hands if you have to]

"Okay I will get back to you on that, now let's get started on today's session."

For clients who are freebie or pro-bono

[Remember to stop between each statement and provide space for them to sit with your words.]

“Before we get started, I just want to remind you that your free session(s) with me end on (date).”

“Well, I’m really proud of the work we’ve done together in this trial, including... [list out their best accomplishments, particularly as it related to increase revenue or success for them with their initial problem you have been helping them with.]

“I’d love to work with you deeper, to take your (business / life / health / relationships / financial goals) to the next level of success. You’ve been such a great client to work with and we seem to be a great fit.

“I’d love to transition you into my [awesome package name] which I think is a great next step to where you’re going in your goals / vision / desire.”

“As a special bonus to come on board as an official client, I’ll also gift you with (an additional VIP day, access to another program) to acknowledge the commitment to your continued success.” **

“The investment for the program is \$X and I have a payment plan.”

“You don’t have to decide today, this is just a heads up, but do you have any initial questions?”

[Definitely stop talking here – sit on your hands if you have to]

“Okay I will get back to you on that, now let’s get started on today’s session.”

**Special Bonuses are used as a gift to clients to acknowledge their commitment in their transformation with you and to create greater value in your client experiences. Note the list of optional Bonus you can create. It is important to remember to keep it relevant to the client’s investment and make sure it doesn’t require a lot of your extra time.