Pillars of Income

This is where you write a list of all the ways you are currently making money and the ways you are dreaming of making money.

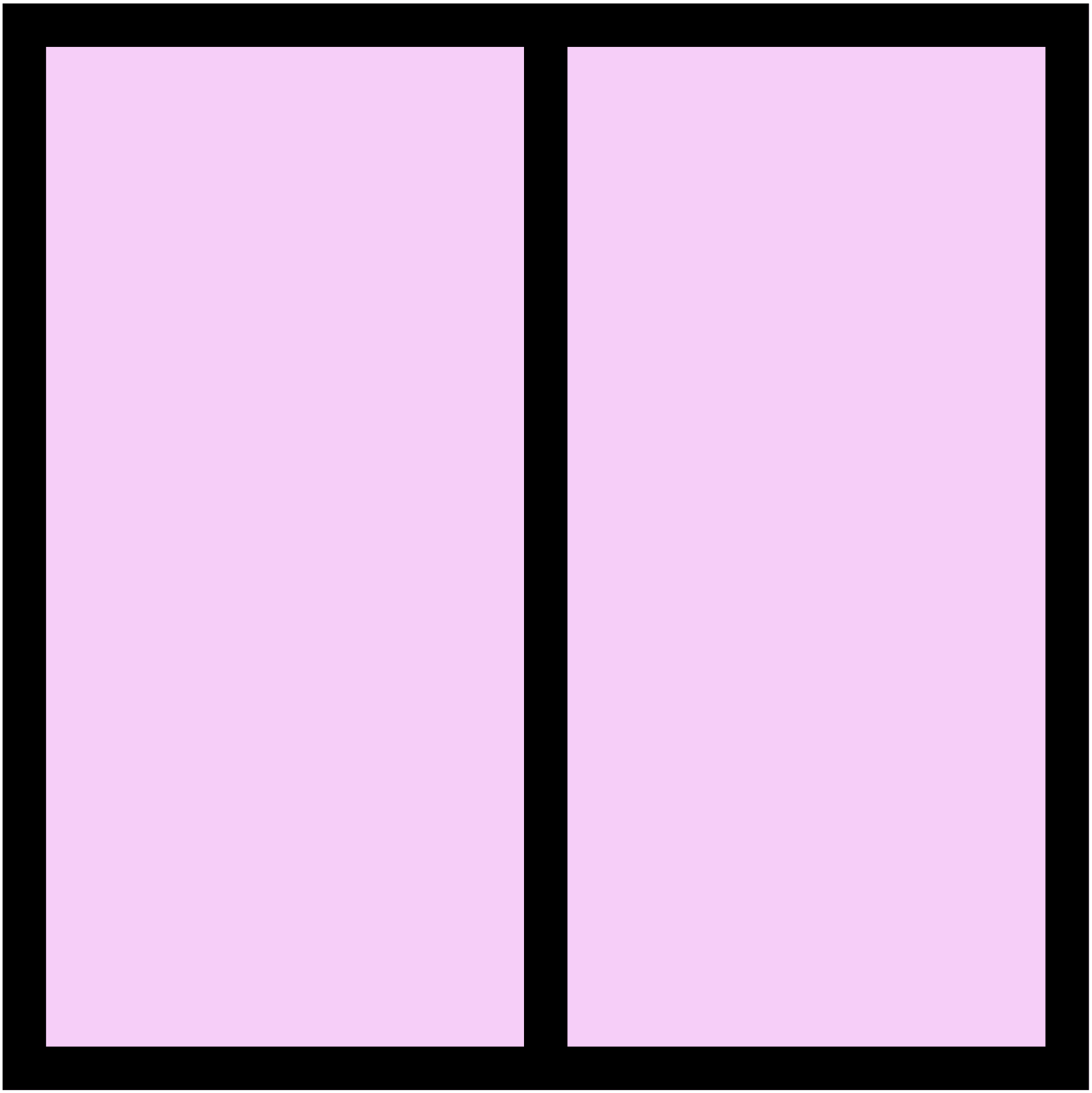
Pillars of income-Brainstorm How you CAN (dreams) & DO (currently) Make Money

Rate each Pillar from 1-10 (1 least, 10 most) what pillar of income brings you the most energy and joy. If it's a new pillar, put n/a.

PILLARS
of Income

How are you currently making $$

How are you dreaming about making $$



Strategies of Pricing:

Circle What Pricing Strategy Best Fits Your Business, You can be more than 1

1. Demand-pricing based on the need and demand for your service or products

2. Cost Based- pricing based on knowing cost of goods used or sold (this could be part of your pricing strategy)

3.Competitive-pricing in sync with competitors or if you charge more show customers the value of the unique experience your business offers

4.Lower-pricing lower than competitors, value pricing

5.Economy-cater to price-conscious customers

6.Psychological-pricing based on emotional impulses and feelings

Your Pricing is not based on someone else's budget. It's based on your value, worth, and financial goals!

Your Dream Schedule

How many hours a week will you work on your business and in your business?

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

How Much Money Will You Make?

Formula to calculate pricing for a service/product based business

- Calculate your expenses-marketing, booking sites, gas, insurance, rent, cogs and used, payroll. (I recommend reviewing your online business banking account to collect this data.
- Look at the demand in your market the more in demand your service and or products are the higher you can price.
- Know your customer avatar-this is essential and will determine how valuable your service or products are to your customer and what they are willing to pay.
- Know your time invested if you are a service based business or COGS if you are a product based business or both.
- You determine fair profit margin (How much do you want to net (take home) per hour/ day/week/month your are working? (This is after expenses)
- Charge an hourly or per-project rate minus your expenses that equals what you want to net per hour.

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