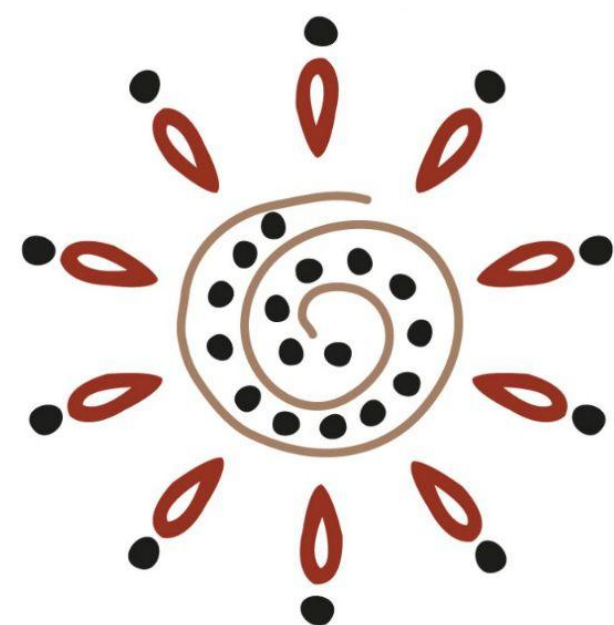




PRICING FOR PROFIT MASTERCLASS

Natalie Coombe
PRICING EXPERT



Maganda Makers

Empowering Kimberley Indigenous Women
to build wealth through Business



Today we're going to cover:

- ▶ HOW **MONEY FLOWS** THROUGH YOUR BUSINESS
- ▶ THE **ONE PRICING MYTH** YOU NEED TO BUST TO PAY YOURSELF THE **SALARY YOU DESERVE**
- ▶ THE **4 KEY PRICING METHODS** YOU NEED TO GROW A **PROFITABLE, SUCCESSFUL BUSINESS**
- ▶ 3 STEPS TO **KNOW YOUR VALUE** TO **CHARGE WHAT YOUR SERVICES ARE WORTH**
- ▶ Q&A



In case we haven't met...



Hi, I'm Natalie Coombe

I HELP **SERVICE-BASED** BUSINESS
OWNERS TO NAIL YOUR **PRICING**
AND YOUR **PROFIT**,

SO YOU CAN PAY YOURSELF **WHAT**
YOU'RE WORTH...

DOING WHAT YOU **LOVE...**

ONLY WORKING THE HOURS YOU
WANT!



I'VE BEEN HELPING BUSINESSES MAKE
MORE MONEY EASILY, FOR **NEARLY 25
YEARS**

WORKING WITH EVERYONE FROM:

- **LARGE, MULTI-BILLION POUND
COMPANIES IN LONDON AND ACROSS
EUROPE**
- **SME'S**
- **SOLOPRENEURS & SOLE-TRADERS**



DURING MY 10 YEARS IN LONDON I WAS ONE OF THE **TOP COMMERCIAL DIRECTORS IN THE UK.**

WORKING WITH COMPANIES SUCH AS **MINDSHARE WORLDWIDE, M&C SAATCHI LIDA AND AGENCY REPUBLIC.**

I'VE ALSO WORKED BEHIND THE SCENES ON ICONIC BRANDS SUCH AS **NIKE, ROLEX, AMERICAN EXPRESS, DYSON AND UNILEVER.**



I'M ALSO A SINGLE-MUM-BY-CHOICE TO MY WHIRLWIND OF A 5YO.

AND WITHIN 18 MONTHS OF STARTING MY ONLINE BUSINESS, I BUILT A **SIX FIGURE BUSINESS**, PAYING A **FULL TIME SALARY**, WORKING JUST **3 DAYS A WEEK**.

I'VE ALSO HELPED 100s OF SMALL BUSINESS OWNERS TO **MAKE MORE MONEY** AND CREATE THE **LIFESTYLES** THEY DESIRE

SO I KNOW FIRSTHAND THE **CHALLENGES** WE FACE **STARTING AND SCALING** A PROFITABLE BUSINESS.



IT'S MY MISSION TO SUPPORT MORE
WOMEN IN BIZ, TO CREATE **LIFESTYLES**
THEY ADORE, WHILE **FINANCIALLY**
SUPPORTING THEMSELVES AND THEIR
LOVED ONES, DOING WHAT THEY **LOVE**.



HOW MONEY FLOWS IN A BUSINESS

HOW MONEY FLOWS



REVENUE

From selling products, invoicing clients

EXAMPLE: Hairdresser = cut & colour sales, product sales
(known as Sales, Income, Turnover, “x-figure business”, how much you “make”)

- COST OF SALE

Expenses/Costs involved in supplying that product or service

EXAMPLE: hairdresser wages, cost of hair colour treatments
(known as Cost Of Goods, Cost Of Goods Sold (COGS), COGS, Third Party Costs)

= GROSS PROFIT

Money left over after supplying product or service
(known GP, Gross Profit Percentage, Margin)

- OVERHEADS

All the other costs of running a business

EXAMPLE: Rent, Utilities, Reception Staff, Marketing, Website
(known as Running Costs, Operating Expenses, OPEX)

= NET PROFIT/LOSS

Whatever is left over after all the bills have been paid
(known as Net Profit or Net Loss)

- TAX

Pay Company Tax on any Net Profit

On paper this is called a “Profit & Loss Statement” (P&L)

A hand holding a teal pen is positioned over an open spiral notebook on a speckled white desk. The notebook is open to a blank, lined page. In the top left corner, a small potted plant with green leaves is visible. The overall scene is a clean, minimalist workspace.

MYTH BUSTING



The #1 Myth keeping you stuck:

**YOUR SALARY IS A
REWARD**



**YOUR SALARY IS NOT A
REWARD.**

**IT IS A FIXED BUSINESS COST
YOU NEED TO PLAN FOR.**



Business Reality

SALARY = REVENUE – BILLS – STAFF



Pricing Truth

**IF YOU DON'T PLAN
TO MAKE YOUR SALARY,
YOU WON'T.**

A hand holding a teal pen is positioned over a spiral-bound notebook on a white speckled desk. The notebook is open, showing lined pages. In the top left corner, a small potted plant with green leaves is visible. The main text is centered on the page in a large, bold, black font.

**YOUR SALARY IS THE LARGEST
PORTION OF YOUR BUSINESS
COSTS.**

A hand holding a teal pen is positioned over an open spiral notebook on a white speckled desk. The notebook is open to a blank, lined page. In the top left corner, a small potted plant with green leaves is visible. The background is a white surface with a fine speckle pattern.

YOU NEED A PRICING STRATEGY
BASED AROUND YOUR **BUSINESS**
COSTS AND YOUR **SALARY**



So what can you do about it:

- ▶ #1. WORK OUT **WHAT YOU WANT (OR NEED) TO EARN.**
- ▶ #2. GET CLEAR ON THE BETWEEN **BUSINESS REVENUE AND PERSONAL SALARY** – THEY AREN'T THE SAME THING
- ▶ #3. FIND A PRICING METHOD THAT **FACTORS IN YOUR SALARY** AS WELL AS YOUR COSTS.

A hand holding a teal pen is positioned over a spiral-bound notebook with lined pages. The notebook is open, and the pen is held in a writing position. The background is a speckled white surface. In the top left corner, there is a small potted plant with green leaves.

FOUR KEY PRICING METHODS



4 Key Pricing Methods:

- ▶ #1. **MARKET**-BASED PRICING
- ▶ #2. **GOAL**-BASED PRICING
- ▶ #3. **COST**-BASED PRICING
- ▶ #4. **VALUE**-BASED PRICING



**MARKET-BASED PRICING IS WHERE
YOU USE THE 'GOING RATE' OF YOUR
INDUSTRY.**

YOU LOOK AT YOUR **COMPETITORS AND
DECIDE IF YOU'RE BETTER OR WORSE...**

**AND THEREFORE WHETHER YOU
SHOULD CHARGE MORE OR LESS.**

A hand holding a teal pen is positioned over a spiral-bound notebook on a white speckled surface. The notebook is open, showing lined pages. In the top left corner, a small potted plant with green leaves is visible. The background is a white surface with small grey speckles.

THE PROBLEM WITH THIS IS YOU
HAVE **NO IDEA** IF *THEY* ARE MAKING
ANY MONEY!

A hand holding a teal pen is positioned over a spiral-bound notebook on a light-colored, textured surface. The notebook is open, showing lined pages. In the top left corner, a small potted plant with green leaves is visible.

**THERE ARE AT LEAST 5 CORE AREAS
IN BUSINESS THAT WILL IMPACT
HOW PROFITABLE YOU ARE.**

PRICING IS JUST ONE OF THEM.

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**YOU'RE ALSO ASSUMING YOUR
COMPETITOR IS THE EXPERT.**

**HOWEVER YOU ARE THE EXPERT IN
HOW YOU DELIVER RESULTS.**

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**MARKET-BASED PRICING IS NOT A
RELIABLE PRICING METHOD.**

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**HOWEVER, MARKET-BASED
PRICING IS REALLY USEFUL FOR
CONTEXT**



MARKET-BASED PRICING IS REALLY
USEFUL FOR **CONTEXT**
BUT NOT AS A **PRICING STRATEGY**



4 Key Pricing Methods:

▶ #1. **MARKET-BASED PRICING**

▶ #2. **GOAL-BASED PRICING**

▶ #3. **COST-BASED PRICING**

▶ #4. **VALUE-BASED PRICING**

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**GOAL-BASED PRICING IS WHERE
YOU WORK OUT THE BALLPARK OF
WHAT YOU NEED TO BE CHARGING.**



Goal-Based Pricing is Useful for...

- ▶ ANYONE JUST **STARTING OUT**
- ▶ **SIMPLE** BUSINESS MODEL (ie. ONE product or service)
- ▶ QUICK **SENSE CHECK** OF YOUR CURRENT POSITIONING



Goal-Based Pricing doesn't give you...

- ▶ DETAILED COSTING FOR ALL YOUR **DIFFERENT** PRODUCTS OR SERVICES
- ▶ ABILITY TO BUILD A **VALUE LADDER**
- ▶ A SENSE OF THE **VALUE** OF WHAT YOU DO

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**GOAL-BASED PRICING HELPS YOU
BUILD A FOUNDATION YOU CAN
LATER BUILD ON.**



4 Key Pricing Methods:

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**COST-BASED PRICING IS WHERE
YOU BUILD YOUR PRICING FROM
THE GROUND UP.**




Cost-Based Pricing is Useful if you have...

- ▶ **MULTIPLE** PRODUCTS OR SERVICES
- ▶ OFFER **COMPLEX** SERVICES
- ▶ USE **STAFF** OR **CONTRACTORS**



**COST-BASED PRICING INVOLVES
CALCULATING YOUR **PROFITABLE**
CHARGE-OUT RATE**

**PACKAGING UP YOUR SERVICES SO
THEY ARE **VALUABLE** TO YOUR
CLIENT AND **PROFITABLE** FOR YOU.**




"This feels life-changing. I have taken on two new clients using my healthy charge out rate. I was able to price the packages in a way that suited their needs but was also manageable [and profitable] for me."

Megan Hallier

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THERE ARE **FORMULAS** AND
CALCULATORS WHICH WILL WORK
OUT YOUR PRICING FOR YOU.

IT TAKES THE **GUESSWORK** OUT OF
YOUR PRICING AND PROFITABILITY

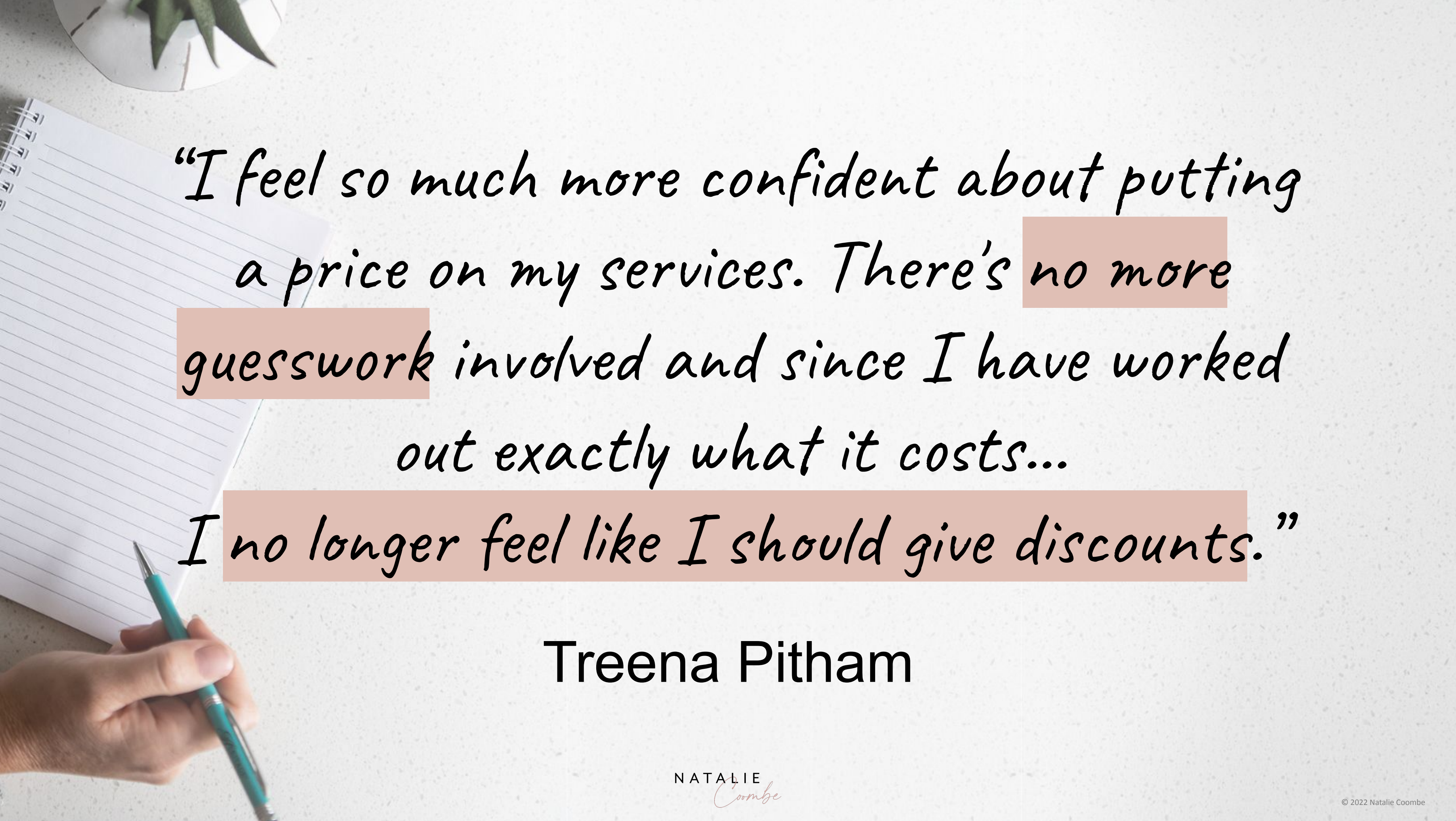


*"It's all there in black & white.
Why would I charge less??"*

Liz Zellman



**COST-BASED PRICING IS THE
MINIMUM YOU NEED TO CHARGE IN
ORDER TO PAY YOURSELF A SALARY,
ONLY WORKING THE HOURS YOU
HAVE AVAILABLE**



*"I feel so much more confident about putting
a price on my services. There's no more
guesswork involved and since I have worked
out exactly what it costs...*

I no longer feel like I should give discounts."

Treena Pitham



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**VALUE-BASED PRICING REFLECTS
THE CHANGE OR EXPERIENCE YOU
HELP YOUR CLIENTS ACHIEVE...**

**AND HOW MUCH THAT IS
WORTH TO THEM.**




Value-Based Pricing is Powerful because...

- ▶ IT TAKES **YOU** OUT OF THE EQUATION
- ▶ NO LONGER PRICING OUT OF **FEAR** AND **INSECURITY**
- ▶ MAKES PRICING CONVERSATION **LESS AWKWARD**
- ▶ STOPS YOU TRADING TIME FOR MONEY – **EASIER TO SCALE**

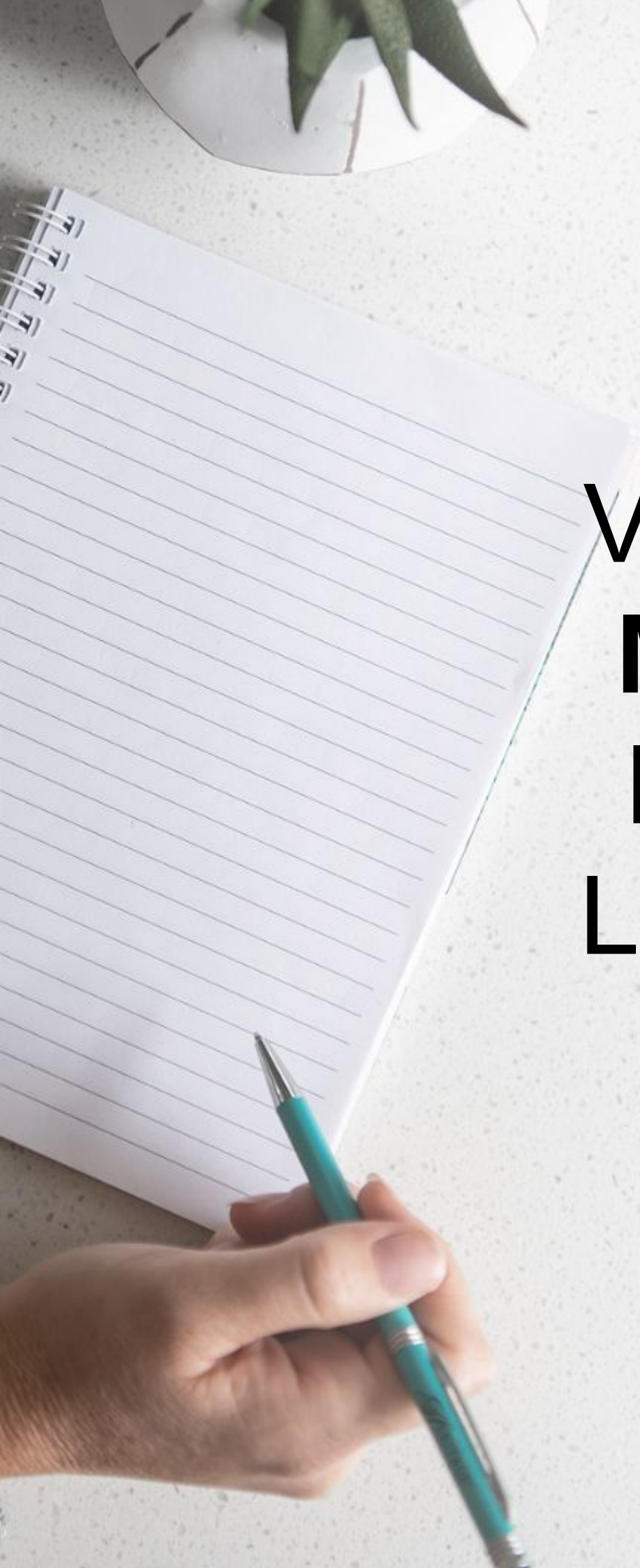


VALUE-BASED PRICING IS PARTICULARLY RELEVANT FOR ANYONE RUNNING **LEVERAGED SERVICES**

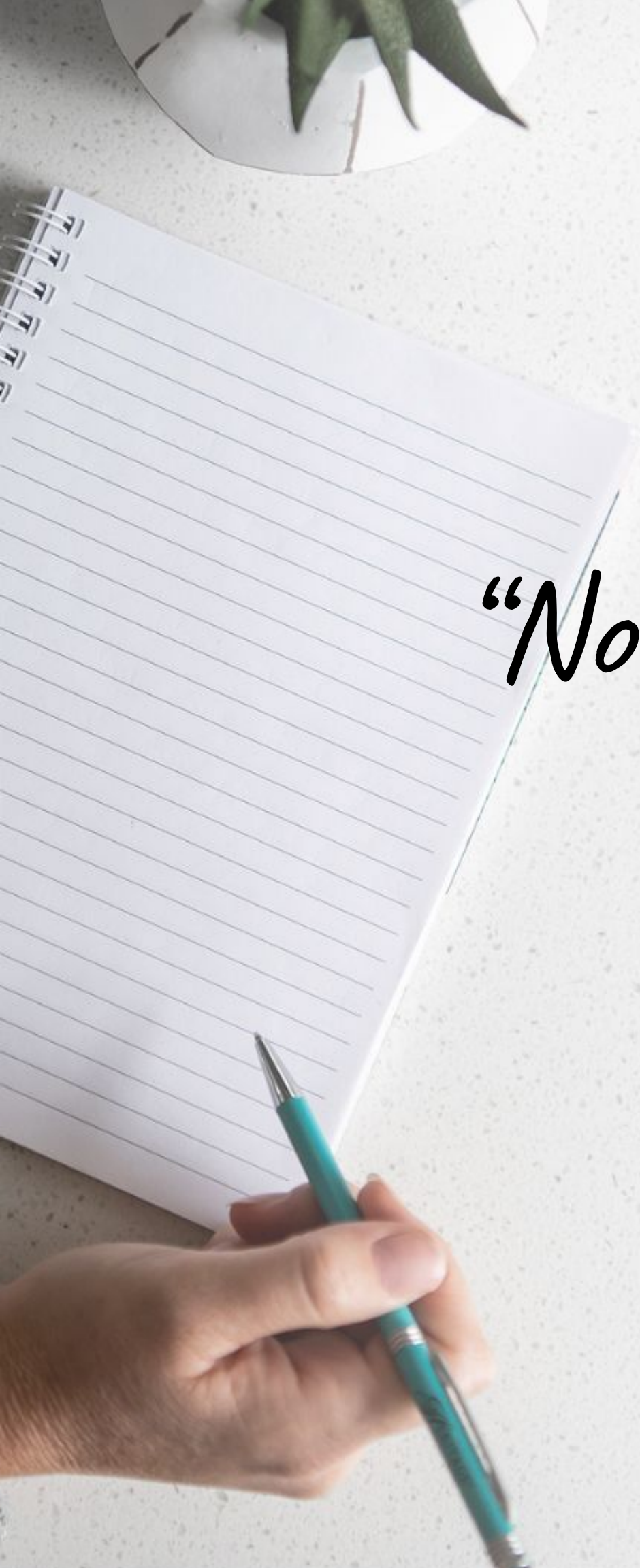


*"This has given me the confidence to charge
what my services are actually worth, not
what I think people can afford to pay."*

Gemma Knight

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**VALUE-BASED PRICING IS THE
MAXIMUM YOU CAN CHARGE
BEFORE YOUR CLIENT IS NO
LONGER GETTING VALUE FOR
MONEY.**



*“Now I feel I provide a valuable service and
have a viable business!”*

Jessica Brown



PRICING IS A JOURNEY

WHAT IS IMPORTANT IS THAT YOU
KNOW WHAT THE **DESTINATION** IS
SO YOU CAN MAKE A PLAN TO GET
THERE

A hand holding a teal pen is positioned over a spiral-bound notebook on a speckled white desk. The notebook is open to a blank, lined page. In the top left corner, a small potted plant with green leaves is visible. The overall scene is bright and clean, suggesting a workspace for writing or reflection.

UNDERSTANDING YOUR VALUE



YOU CAN'T "CHARGE WHAT
YOU ARE WORTH"...

BECAUSE YOU ARE **PRICELESS.**

BUT YOU CAN CHARGE WHAT
YOUR PRODUCT OR SERVICES
ARE WORTH.



Value-Based Pricing

UNDERSTANDING THE **CHANGE**
OR EXPERIENCE YOU HELP
YOUR **CLIENTS** TO ACHIEVE,
AND HOW **VALUABLE** THAT IS
TO **THEM**.

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Activity...

**CHOOSE ONE
PRODUCT/ SERVICE**



3 Steps to Know Your Value:

- ▶ #1. IDENTIFY YOUR **IDEAL CLIENT**
- ▶ #2. IDENTIFY THE **CHANGE** OR **EXPERIENCE** YOU HELP **THEM** TO ACHIEVE
- ▶ #3. CALCULATE HOW MUCH THAT IS **WORTH TO THEM**



Methods For Calculating Worth:

- ▶ **B2B** - QUANTIFY FINANCIAL IMPACT
- ▶ **B2C** - COMPARABLE VALUE
- ▶ **PRODUCTS** - INDUSTRY RANGE

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**PEOPLE PAY FOR WHAT THEY
VALUE**



3 Steps to Know Your Value:

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- ▷ #2. IDENTIFY THE **CHANGE** OR **EXPERIENCE** YOU HELP **THEM** TO ACHIEVE
- ▷ #3. CALCULATE HOW MUCH THAT IS **WORTH** TO **THEM**



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Ask Yourself:

WHAT IS MY ONE KEY
TAKE-AWAY FROM THIS?



Ask Yourself:

WHAT IS ONE ACTION I'M
GOING TO TAKE TODAY TO
HAVE ME EARNING MORE?




5 Ways To *double* Your Profit In 90 Days

(And get your evenings back!)

TUESDAY 6TH SEPT @ 12NZT

Grab Your Ticket:
bit.ly/MMBC-Profit

A hand holding a teal pen is positioned over an open spiral notebook on a white speckled surface. The notebook is open to a blank, lined page. In the top left corner, a small green plant is visible. The text "What questions do you have...?" is written in a large, black, cursive font across the center of the image.

What questions do you
have...?



If you get stuck...

MESSAGE ME.

Natalie@nataliecoombe.com

FOLLOW ME.

@nataliecoombeonline




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A hand holding a teal pen is positioned over a spiral-bound notebook on a speckled surface. The notebook is open, showing lined pages. The text "Because YOU Are Worth It!" is written in a large, black, cursive font across the center of the image.

Because
YOU Are Worth It!



Want more info...?

www.NatalieCoombe.com



Natalie Coombe empowers women entrepreneurs, running client-serving businesses, to nail their pricing and their profit so they can pay themselves what they're worth, only working the hours they want.

For nearly 25 years, Natalie has delivered results for everyone from solopreneurs through to top multi-billion pound companies in London and Europe.

As one of the top Digital Commercial Directors in the UK she's worked with top international companies including **M&C Saatchi LIDA** and **Mindshare Worldwide**, as well as working behind the scenes on iconic brands such as **Rolex, Unilever, Dyson, American Express** and **Nike**.

She has been featured in **Stuff**, the **Business Magazine** and the **National Business Review**, is a guest speaker **MUV Talks** and in the **She Owns It Members Club**, was a **Collectively NZ** Best Start Up Finalist 2019 and was a Mentor and Facilitator for **NZ Startup Bootcamp 2020**.

As a single-mum-by choice running her own online business Natalie understands first hand the challenges women entrepreneurs face when setting up and scaling their own business.

Today Natalie works 1:1 and runs an online programme — [Nail Your Pricing](#)™ — teaching entrepreneurs how to pay themselves what they're worth, doing what they love, only working the hours they want!

Ready to pay yourself what you're worth?

Click here to discover [The 5 Steps To Double Your Salary](#)