



- PRICE & REVENUE - PROJECTION



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



Price and Revenue Projection Worksheet

Signature Program Planning

Pricing your program, package or product is truly an art and science. This worksheet will help you to connect with the value you are providing as well as revenue goals - both important variables in determining pricing.

1. *What are the outcomes your client will achieve from the program?*

2. *What are the spillover benefits for each of the above? For example, losing weight will likely increase self-esteem, self-confidence, and therefore your client is likely to experience improved relationships, better boundaries, etc.*



3. Try to assign a dollar value on achieving these benefits (This is not easy. The point here is that the changes that you help your clients to achieve are often “priceless!”).

4. What is the cost associated with NOT achieving these results? What’s the spill- over effect on other facets of their lives?

5. Considering the different elements of the program, what feels like a reasonable price? Consider the time investment, degree of personalization and one-on-one services AND any out-of-pocket costs.



6. *What is your targeted revenue for this program or event?*

7. *If you wanted to raise the price point for the program to potentially generate more revenue per participant, are there elements you can add in to either improve outcomes or the overall value the experience?*

8. *What will your payment plan look like? (Note that payment plans usually run 10-15% higher priced. This is because of the additional accounting and risk associated with not collecting full payment upfront). Nowadays, you really need to provide a payment plan option and you need to accept credit cards and/or PayPal.*



9. *How many client enrollees will be required to meet your projections? Annually? Monthly?*

10. *What is your final price point for this program?*

Note that you can always increase your price point once you gain experience and momentum in delivering your program. Just be sure to account for any out of pocket costs.

Oh, and one more thing – psychologically speaking, people are more apt to buy if the price ends with the number “7” (i.e. \$997). ;-)