

Pricing For Solopreneurs

Module 1: Pricing Fundamentals HOMEWORK

READ Mike McDerment's ebook, *Breaking the Time Barrier* from www.freshbooks.com/breaking-the-time-barrier (This link takes you to his page. Just click the green "Download the Book"; you can pay him what you think it is worth after you read it.)

What is your gut reaction to the advice on page 18 regarding setting a price based solely on value provided?

Yep - this works for me

I don't go that far, but I do have a value-inflator

Nope - this won't work for me. I/my clients want to price by the hour

I don't know yet

Consider the story of Tara, p 48-54. A dog walking service becomes a dog-lovers' business. What services are you providing now (or plan to offer) that could be similarly transformed?
