

## Pricing For Solopreneurs

### Module 5: You're Not Charging Enough! HOMEWORK

After reading the handout, *Reality-Check Interviews*, conduct five interviews with people who you believe represent your best market.

Use the following checklist to guide your conversations, remembering that this is research, not marketing. Listen; don't talk about yourself or your business.

What do you see as your biggest challenge for the next six months?

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What is keeping you from meeting your most important goals for this year?

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What is the biggest challenge in your industry? in your profession?

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What would enable you to make better strategic decisions?

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