



HELLO AGAIN!!!

This is Part 3, and the final segment of 'How to get the prices you deserve' Webinar!

First, thanks so much for and again, thank you for the email responses! It's been great to know you're taking it all in and considering how you can adjust your pricing.

So, In the last video I talked A LOT. It was a lot of info on Hourly, Flat, Per Project, and Day Rates. It was a ton to take in a quick 14 minutes. So feel free to reach out if some of it didn't make sense or needs a little more clarification.

But I also wanted to touch really quickly on the insecurities about ourselves and how it can color our perception of our value or worth, and therefore, our prices.

There is nothing standing in our way but ourselves. Our own insecurities block us from achieving more because they won't let us BELIEVE we deserve more. All these doubts we have in our heads about why we may not succeed are literally just in our heads. You are NOT too old, You are NOT too heavy, You are NOT too weird, You are NOT TOO whatever you think you are to get the projects and the prices you deserve. So squash those insecurities however you can and move forward as if they never existed.

Now, on to todays topic...

Now that you're hopefully settled, or close to settled on what you charge for different types of projects, I'd love to talk about ways to "Over Deliver" for your

clients without cutting into your profits. We talked about your profit being between 20 - 30% on each project.

Let's define profit really quick.

PROFIT - It's a financial gain. The difference between the amount of money you've earned and the amount you spend actually creating the project.

So this is the amount you take away after you've purchased your canvas, paints, rented a scissor lift, and also after you've paid yourself (which in turn pays your personal expenses like mortgage, car, insurance, etc.), and after you've set some aside for taxes. Don't forget that one.

What is left over, should be that 20 - 30% that you GAIN.

This is our PROFIT. . . . we can let it build, save it for a rainy day, or that new Wacom Cintiq you want to buy (which would be an amazing write-off, btw), or save for that dream vacation.

To make sure all that can happen, we need to ensure that we price properly so we don't go over budget, and we want to make our clients feel like we have over-delivered, so they become repeat clients.

So how do you "Over Deliver" ?

There are so many things you can do but you want them to make sense for you, your business, and that particular project. So what do I mean by Over Delivering? I mean. . . You want the client to feel like you've gone the extra mile for them. Make them feel special as your client, little touches can absolutely add to the "KNOW, LIKE, AND TRUST" between you and said client.

Think about that time you purchased something and the salesperson threw in a few samples, or you were in the drive thru at Starbucks and they asked if you wanted that extra drink they made accidentally. It's always a nice surprise to receive something you didn't ask for, don't have to pay extra for, and definitely did not expect. It's a good feeling. One that endears you to that person, place, company, etc.

So, here are some examples.

1. *Let's say you create fine art paintings* and sell them online, at art fairs, etc. Every time someone purchases one of your paintings they should be added to your email list. . . right? If that's not already happening, please consider getting started :)

Now, maybe a day or two later you send them a lovely email thanking them for their purchase and also include a PDF all about how to care for and maybe even frame the painting. This adds instant value to your customer experience.. They weren't expecting it and you're also giving them valuable advice that will not only protect their investment but also make them think even more fondly of their new favorite artist :).

The best part is that it really didn't cost you anything but a few hours to put together the pdf. Now that it's done, however, you can use it again and again. If you're feeling very generous, you can add a second free pdf download on how to create a gallery wall, or instance, especially if they own more than one of your pieces.

2. *One of my companies return clients was Toyota* - We did many paintings for them over a 5 year span, for conventions, special events, headquarters, etc. One of the extras we provided, for free, was cleaning and repair of the canvas street paintings we created for them. These were to be used multiple times in several cities and as people walk and pose on the paintings, they can get a little beat up. So they shipped them back to us between events, and we cleaned, repaired, and touched up where needed. This had them looking fresh and new at each event. It only took us an hour or 2 do so, so the cost was next to nothing, but it let them know we understood their needs and would do everything we could to make them look good for their next event.

OK, You get the idea, right? We want to find a way to add more value to what our clients have already paid for without them having to hit that BUY Button again. We want them to absolutely think we are the best option for their next purchase or commission because they KNOW, LIKE, and TRUST us so much!! And in turn, they are happy to pay the prices we are asking. Because we are well worth it. YOU ARE WELL WORTH IT. You just have to show them, and you have to believe it.

A few other ideas

- A video walkthrough of how to unpack your product.
- A video walkthrough of how to care for your product.
- A printable PDF with all the different ways they can use your product.
- A demonstration, PDF, or video of how you made that particular item - this can be a really sweet keepsake, especially if what they purchased is an original / one of a kind piece.
- Share the custom palette you created for this item for their use.
- Send an extra digital asset/motif they can use for free. Perhaps one that didn't make the cut and you wouldn't use anyway.
- Perhaps your item is shipped in a lovely package that feels like a very special gift, just for them.
- If nothing else... A hand written thank you note is always appreciated.

These are just off the top of my head and what you do will be truly dependent on what you create or the service you provide.

So what can you think of to “Over Deliver” for your clients. I'd love to hear your ideas. Send me a note to let me know, or if you're stuck, let me know that too, maybe we can come up with an idea together.

Thanks so much for joining me. Be confident and ask for the prices you deserve. Let me know how it goes :) Bye for now.