

30-Day Pricing Plan Worksheet

Step 1. Identify Your Revenue Gap

Input Your Total Number of Clients: _____

What's Your Current Total Annual Revenue? _____

Now divide your Total Annual Revenue by your Total Number of Clients.
This is your Average Revenue Per Client (ARPC).

Input your **Average Revenue Per Client**: _____

How Much Revenue Would You Like to Make Per Year? _____

Ideally, How Many Total Clients do you want to work with? _____

Divide Your Revenue Goal Number by your Total Client Number.
That equals your Ideal Revenue Per Client (IRPC).

Input your **Ideal Revenue Per Client**: _____

Take your Ideal Revenue Per Client Number and Subtract your Average
Revenue Per Client Number. That equals your Revenue Gap.

Input your **Revenue Gap**: _____

If your Revenue Gap is a positive number, now is the perfect time to look at your firm's pricing.

Step 2. Put Together Your 30-Day Pricing Plan

Complete these 4 steps in order using the training from this workshop:

1. Select Your Value Levels

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2. Create Value Levels Education Document

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3. Create Attraction Bundles

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4. Setup Value-to-Price Templates for each Bundle

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