

Pricing for Pathways



Take a few moments to capture your thoughts

Setting a price for a product or service requires considerations beyond the cost of production or delivery.

Price - The amount a product or service sells for (what the customer pays)

Value - It's perceived value to the buyer (what the customer gets)

Cost - The amount that has to be spent to create the product or deliver the service (what you invest in producing your goods or services)

When someone asks “How much?” - What do you say?

What is that based on?

What are your costs?

What do you need to do next to be ready to give a quote or price?

"If you undervalue what you do, the world undervalues who you are. And when you undervalue who you are, the world undervalues what you do."

Suze Orman, Financial Advisor & Author

