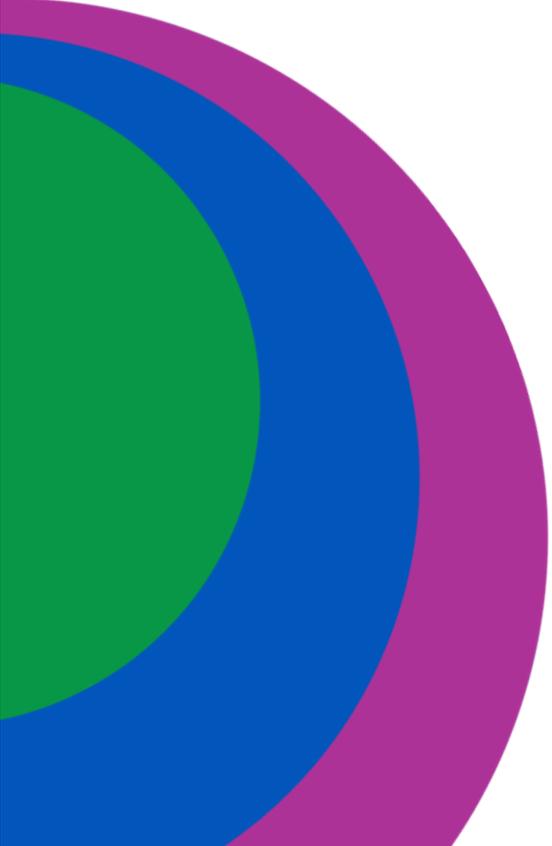


# Real School

with

# Dr. Paige

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## Week 3

Get Real Advice  
for Real Results!

# Pricing & Policies

Real School with Dr. Paige

Week Three

The purpose of this worksheet is to help you reach decisions based on your priorities and the concept of “real profits”.

## Because Business Should Matter

Why do you personally choose being an entrepreneur? (Hint: This answer should move you off your butt to take action even if with limited time. If not, it’s possible you may be happier as an employee.)

# Pricing & Policies

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Week Three

Please write a list describing the product/s and service/s you offer. Are they one-off or ongoing "ever green" offerings?

List the expenses you incur to run your business:

Regular (Fixed)

Irregular (Variable)

# Pricing & Policies

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Week Three

Make a list of what “real profits” looks like to you:

(ex, \$100,000 USD a year, 20 hour work week, 5 week vacation with family, etc.) BE YOU. Write your idea of what “profits” mean.

\*Skip running a hobby. You deserve real profits. 😊

# Pricing & Policies

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Week Three

Action required: Based on “real profits” go back to the list you made describing your product/s or service/s and assign a price that serves as a win-win for you and your dream customer. (Hint: Even if your offering is not readymade it will be, so price it out now.)

Will you offer any discounts? If so, list that.

# Pricing & Policies

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Week Three

Describe your payment plan (don't leave out options or terms of payment). Ex. Pay in full or 2 payments with credit card.

Write up brief terms of your product of service. Obviously, attorneys are great for this, but here's a good resource to help you lay things out. <http://www.wikihow.com/Write-Terms-and-Conditions>

# Pricing & Policies

Real School with Dr. Paige

Week Three

What “good faith” “happy customer” plan do you have now? This is where you ease the customer’s mind of a bad experience, wasting money, not standing behind your product/service, etc. It’s a way to protect both sides. Decide what time of policy you need to put in place. You can find great examples with businesses similar to yours, or rely on the help of an attorney. Write your plan down.

\*Remember, you’re laying a strong foundation so you and your clients have confidence. Don’t wait, until everything is perfect, build as you go. Make improvements as you go.