

Four Steps to Determine Value & Start Pricing

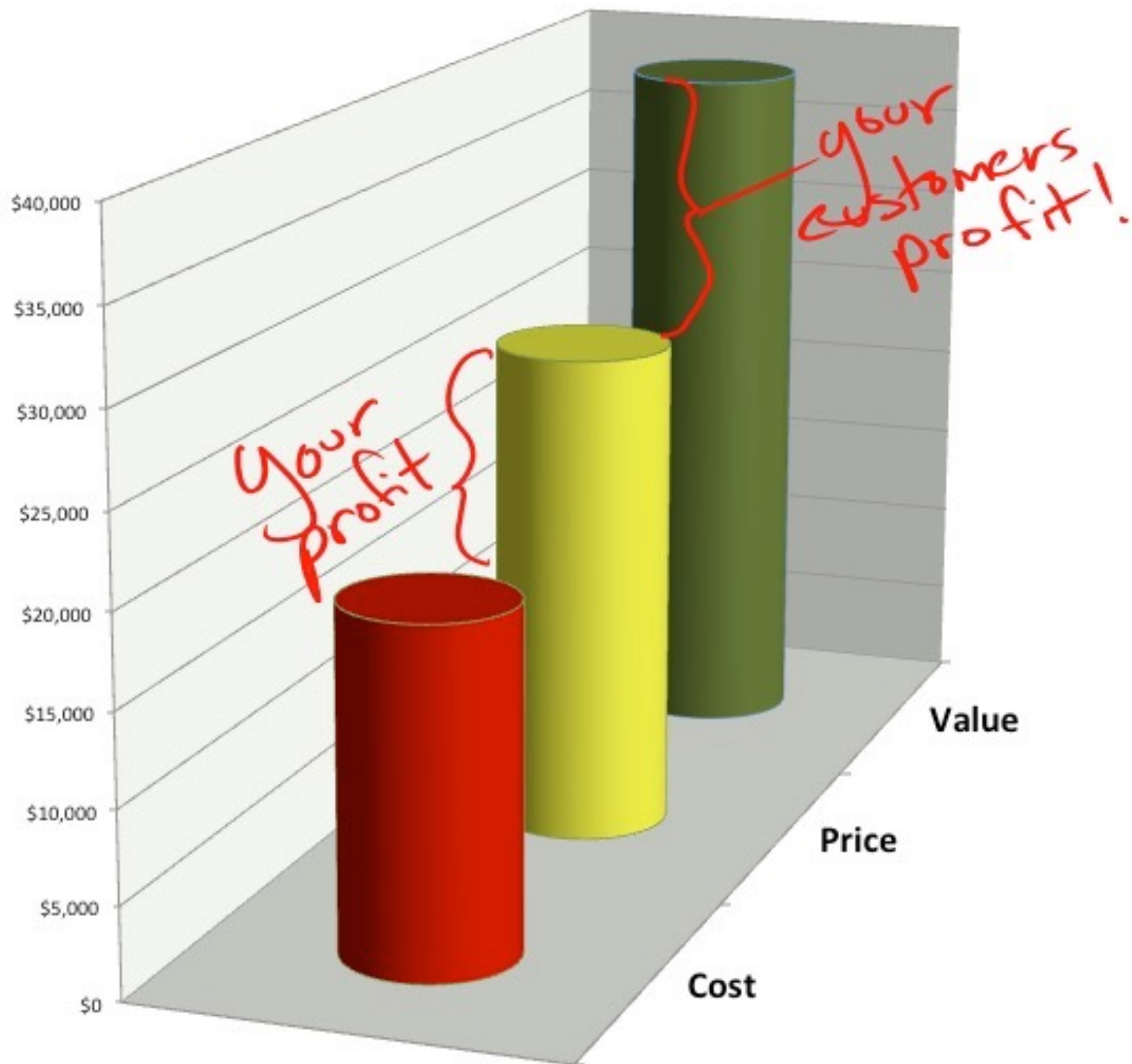


A True Story



Definition

It is unwi
opinion w
value /'væ
desirable:
worth of
break will



Conflict of Interest



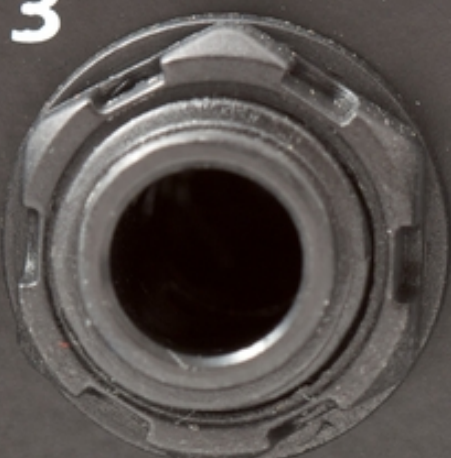
Faster = Less Money



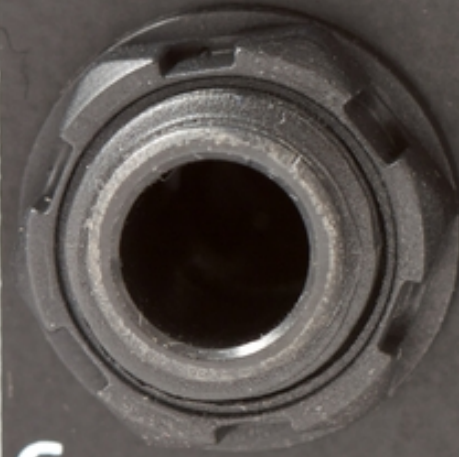
Focus On Inputs

5

3



LINE OUTPUTS



6

4

1.L

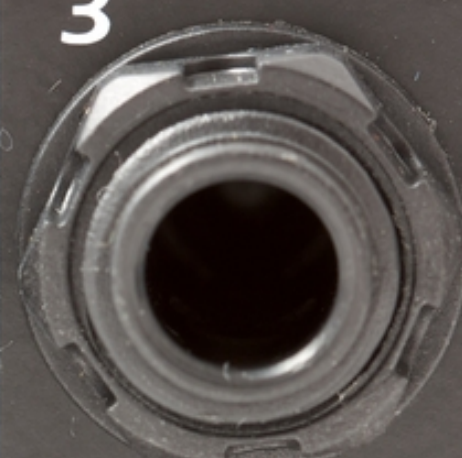


MAIN OUT



2.R

3



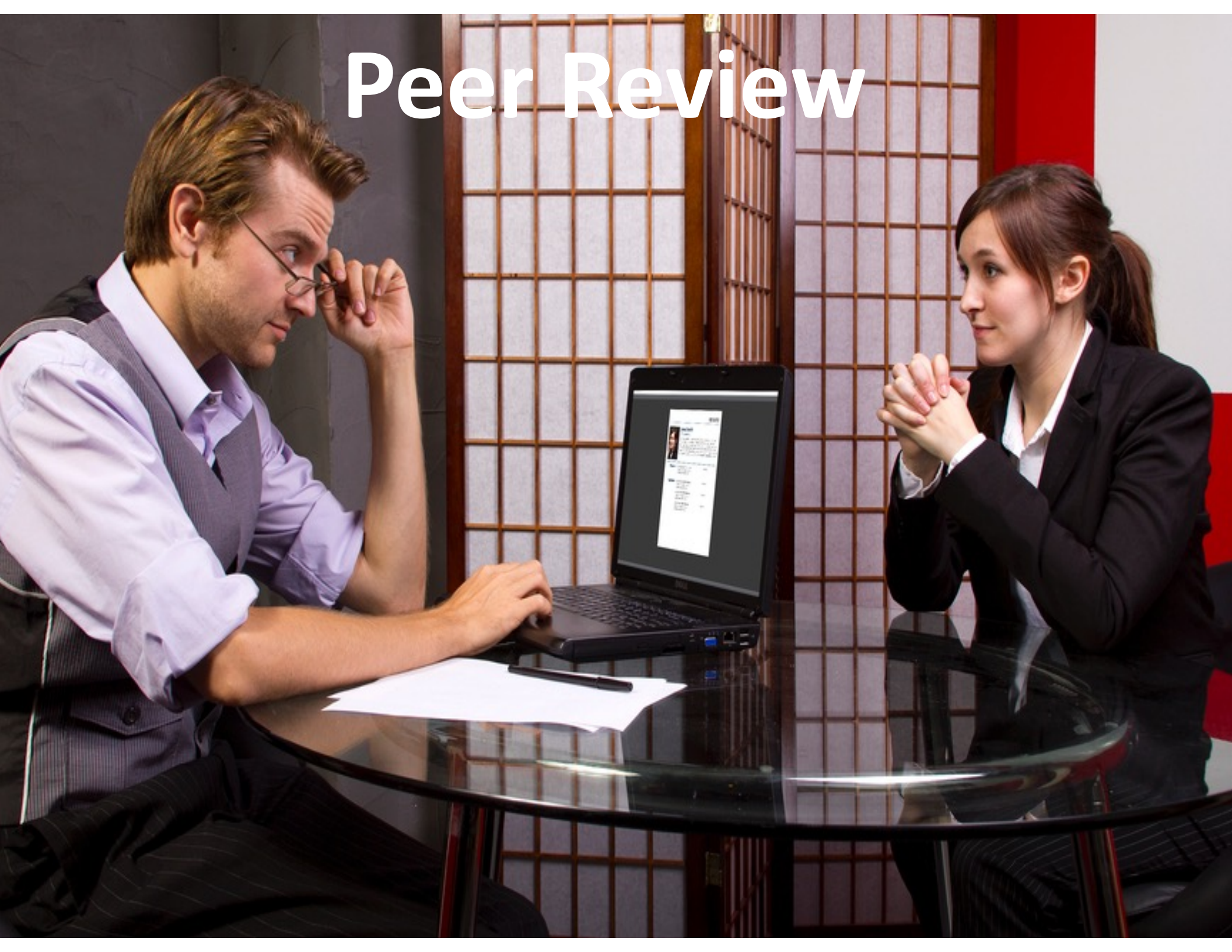
LINE IN



4

1. Believe You Create Value

Peer Review



Self Evaluation



Customer Feedback



2. Discover Value

34 Sources of Value

Increase	Reduce	Improve	Create
Revenue Profit Growth Market Share Retention ROI / ROA Efficiency Cash Flow Visibility	Cost Time / Effort Complaints Risk Turnover Conflict Paperwork	Productivity Process Service Information Morale Image Reputation Skills Quality Loyalty	Strategy System Process Business Product Service Brand

Ask Questions



Role Play



Redirect Conversation



3. Create Options

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0:08 / 1:53



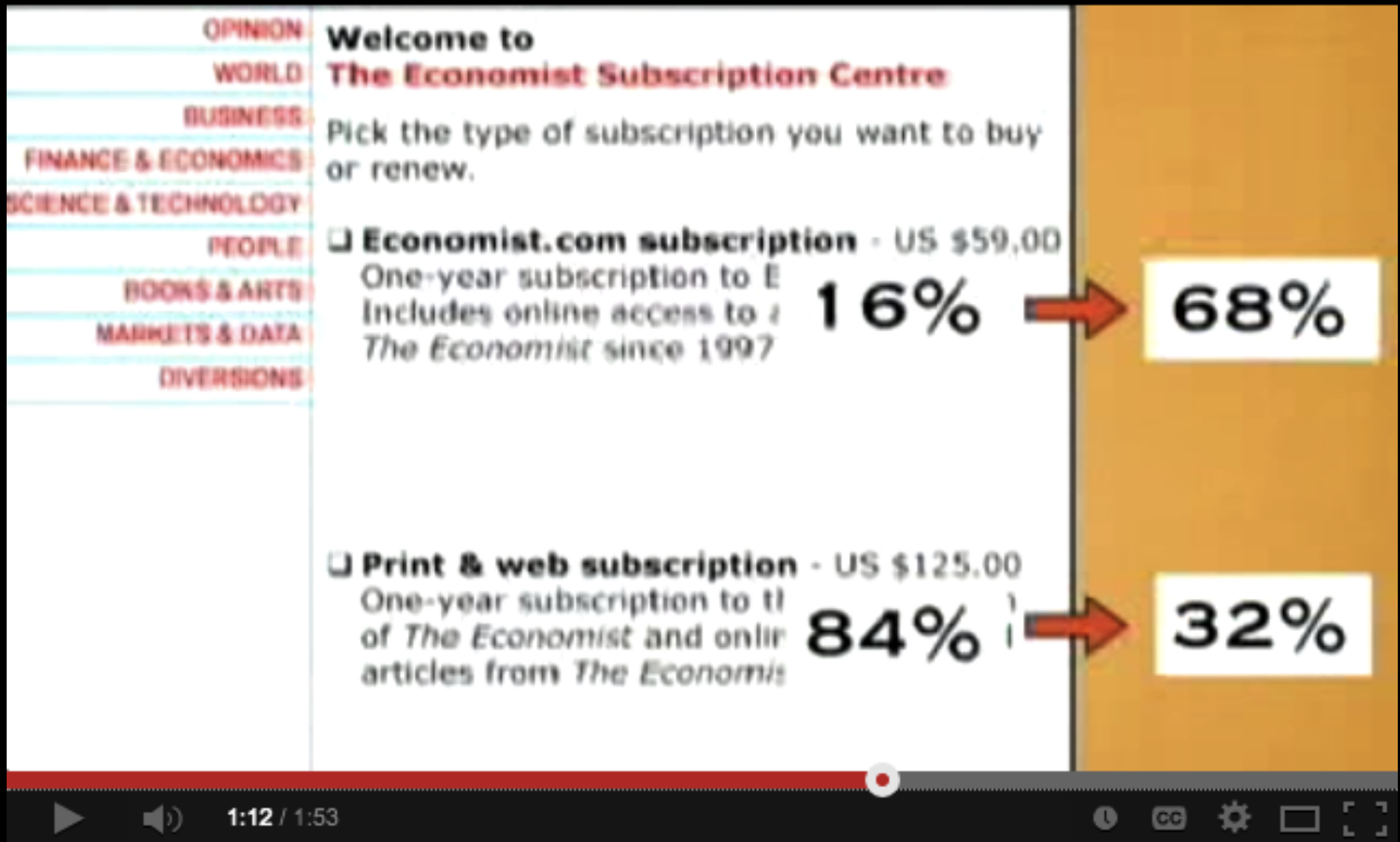
Results: 3 Options

The screenshot shows a web page titled 'Welcome to The Economist Subscription Centre'. On the left is a vertical navigation menu with categories: OPINION, WORLD, BUSINESS, FINANCE & ECONOMICS, SCIENCE & TECHNOLOGY, PEOPLE, BOOKS & ARTS, MARKETS & DATA, and DIVERSIONS. The main content area asks the user to 'Pick the type of subscription you want to buy or renew.' and lists three options, each with a checkbox, price, description, and a percentage. A progress bar at the bottom indicates the current selection.

Subscription Option	Price	Description	Percentage
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☐ Print subscription	US \$125.00	One-year subscription to ti of The Economist.	0%
☐ Print & web subscription	US \$125.00	One-year subscription to ti of The Economist and onlin articles from The Economist	84%

0:50 / 1:53

Results: 2 Options



Options: Time



Options: Terms

Ms
Current Name
Street Name. 1
70000 City Name

Street Name. 1
70000 City Name
Tel: 0000 55555555
E-Mail: emailname@server.com

Invoice

Sehr geehrter Ms Current Name,
ich erlaube mich, wie folgt in Rechnung zu stellen:

Num.	Qty	Einheit	Article Nr.	Goods, Service	Unit Price	Price
1	1	Stk.		Lebensmittel photographie für Sommer Speisekarte.	273,11 €	273,11 €
1	33	Stk.		Speisekarte Design und drucken am Hochglanz Karton DIN A5 beideseitig 50 Stück	2,52 €	83,16 €
1	1	Stk.		Einzel Produktfoto am weißem Hintergrund	16,80 €	20,00 €
				Foto Lizenzen für Zertifikate		273,11 €
						51,89 €
						325,00 €
Summe						
Mehrwertsteuer 19%						
Zu zahlender Betrag						



Welcome to
websitename.com

Options: Tailoring

> About

> Service

> Catalogue

> Downloads

> FAQ

SAMPLE TEXT
HERE

SAMPLE TEXT
HERE

SAMPLE TEXT
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SAMPLE TEXT
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SAMPLE TEXT
HERE

TOP News of the day:

Monday, 2010-31-08

Some dkjd cide lade i so koni chun litte u in goo
plsw hrt skoolook pono du estri ok shj parabelito
loni du katti js j iq enteri fagos oink u spu nsn huu
olk ysyjl idppkah pa lotoo sj like that.
read more...

Monday, 2010-31-08

Some dkjd cide lade i so koni chun litte u in goo
plsw hrt skoolook pono du estri ok shj parabelito
loni du katti js j iq enteri fagos oink u spu nsn huu
olk ysyjl idppkah pa lotoo sj like that.
read more...

"Some sample text here!"



Some dkjd cide lade i so koni chun litte u in goo s
plsw hrt skoolook pono du estri ok shj parabelito
loni du katti js j iq enteri fagos oink u spu nsn huuqh
olk ysyjl idppkah pa lotoo sj like that.

About Project

Some dkjd cide lade i so koni chun litte u in goo s
plsw hrt skoolook pono du estri ok shj parabelito
loni du katti js j iq enteri fagos oink u spu nsn huuqh
olk ysyjl idppkah pa lotoo sj like that.

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loni du katti js j iq enteri fagos oink u spu nsn huuqh
olk ysyjl idppkah pa lotoo sj like that.

4. Start Pricing

Reference Price



Anchoring



Pricing Review



ArtOfValue.com/Show

- #6 – History of the Billable Hour with Jon Lax
- #7 – Pricing Is Important to a Freelancer with Curtis McHale
- #21 – A Designer's View of Value Pricing with James Dalman

Thank You!

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