



Lynda Wallace

Certified Positive Psychology Coaching

**Build Your Successful Coaching Practice
Action Worksheet 2b: Pricing**

Objective: Research pricing in your area, define your pricing objective, and identify your action steps to support your pricing objective.

1. Average pricing in my area for my types of coaching:

(Research sources: noomii.com, therapists.psychologytoday.com)

2. My pricing objective = _____ x average market price

(Premium Pricing = 1.5 – 2 x Average Market Price; Best-in-Market Pricing = 3 – 5 x Average Market Price)

3. Key elements to support my pricing objective:

	In Place Now	Priority for Future
Great website design	<input type="checkbox"/>	<input type="checkbox"/>
Impeccable website language	<input type="checkbox"/>	<input type="checkbox"/>
Easy website functionality	<input type="checkbox"/>	<input type="checkbox"/>
Attractive office	<input type="checkbox"/>	<input type="checkbox"/>
Outstanding responsiveness	<input type="checkbox"/>	<input type="checkbox"/>
Quality coaching	<input type="checkbox"/>	<input type="checkbox"/>
Results-focused testimonials	<input type="checkbox"/>	<input type="checkbox"/>
Relevant credentials	<input type="checkbox"/>	<input type="checkbox"/>
Relevant experience	<input type="checkbox"/>	<input type="checkbox"/>
Impressive client list	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

4. My top three action items to support my pricing objective:

Priority #1:

My first step toward implementing this priority (description and timing):

Priority #2:

My first step toward implementing this priority (description and timing):

Priority #3:

My first step toward implementing this priority (description and timing):