**High-End Package Pricing Assembly**

**Step #1:** Decide what will be the “full price” of your package

This number is the same or a little less than the VALUE of your Package.

**Full Pay Investment is $**

**Step #2:** Decide if you are going to extend to your client some savings on your full price if they decided to pay you in full right now (vs next week, or in a month).

* This is completely up to you – you are the boss of your business.
* This is the amount of money that you decide to ***reduce*** your full price by.
* If you choose to offer this “savings” option to your clients, this will become the LOWEST amount you will receive for your package – there are not going to be any other reductions.
* **FULL PRICE – SAVINGS = FULL PRICE WITH SAVINGS**
* this amount must feel acceptable to you. If it feels too low, you can do one of two things: either **lower** the *savings amount*, or **raise** your *full price*.

**Savings $**

**Full Pay with Savings (in one payment) is $**

**Step #3:** Decide on the Payment Plan

* Payment plan always should have an additional change – a “curtesy cost” on top of full pay because you are waiting for their payments, managing these payments, and there is always a risk of not getting paid.
* Typically this “curtesy cost” is 10% of the full amount, but it can be as much as 20% if you want to discourage payment plans and encourage pay-in-full.
* **Full Pay + 10% = Payment Plan Investment**
* I do not recommend a Payment plan on anything lower than a $1000 or shorter than 3 months.

**Payment Plan Investment (in deposit + monthly) is $**

**Step #4:** Decide on the Deposit for the Payment plan

* The deposit should be between 30-50% of the total full pay amount. It signifies honoring your client’s commitment to the program.

**Deposit $**

**Step #5:** Decide the rest of the Payment Plan.

**Payment Plan Investment – Deposit = Balance**

* Decide by how many payments you want to divide this Balance
* Calculate the payments.

**Balance $**

**Number of Payments:**

**Monthly Payment $**

**Step #6:** write the Balance that the client will pay if they want to pay the total after the deposit at once. This is if the client wants to pay deposit now and the rest of the balance within 48 hours.

**Full Pay Investment (in 2 payments) is $**

**Deposit $**

**Balance $**

COMPLETE PACKAGE PRICING

**Full Pay Investment is $**

**Savings $**

**Full Pay with Savings (in one payment) is $**

**Payment Plan Investment (in deposit + monthly) is $**

**Deposit $**

**Balance $**

**Number of Payments:**

**Monthly Payment $**

**Full Pay Investment (in 2 payments) is $**

**Deposit $**

**Balance $**