



#### Video 4– Final Step of determining pricing structure

Now that we know your minimum financial requirements and your goal income, we need to understand what is realistic in terms of how many paid clients we can handle in a given week.

As per the video, I recommend the ideal average for paid one hour sessions per week is about 10.

Based on this we can determine what our minimum price per session needs to be and what we would have to charge per session to reach our goal income.

1. Take the minimum financial yearly income you calculated from the last video and write it below:
2. Divide that number by 50 weeks in a year. This will be minimum weekly income needed. *(There are 52 weeks but I use 50 to make it more real of a number because you will have time off.)*
3. Take that number and divide by 10 sessions per week to get your minimum price per session to meet your minimum financial requirements:

Do this again for your goal income numbers.

Based on these two price per session numbers... the minimum one and goal income one... determine your total package cost:

Take the per session price and multiply by the number of paid sessions a week you want to average given the recommendation of 10.

Per session price \$\_\_\_\_\_ X \_\_\_\_\_ paid sessions a week.

You now have your ONE package with 9 sessions for your new price point!

**NEXT STEP:** Click over to the review tab and fill out the form with these results so I can review what you came up with and give you some feedback and answer any questions you have. *If you are watching this in a place where there is no review tab simply fill out the contact form on my website and I will review from there!*  
<http://sellingcoaching.com/contact/>