



## RATE INCREASE READINESS

*Raise prices without fear, panic, or emotional spiral.*

Today, you install:

- client segmentation (who stays, who goes)
- clear timing rules for rate increases
- a calm, professional communication structure

This is not about “charging more.” This is about **protecting the business you already built.**

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### PART 1: THE TRUTH ABOUT RATE FEAR

Most solo cleaners don’t fear losing clients. They fear **losing stability.**

Rate often increases feel scary when:

- **income feels fragile**
- **your client list is random**
- **every client feels “necessary”**

When your business is structured then the rate increases become maintenance and not emergencies

Today, we remove emotion from the decision.

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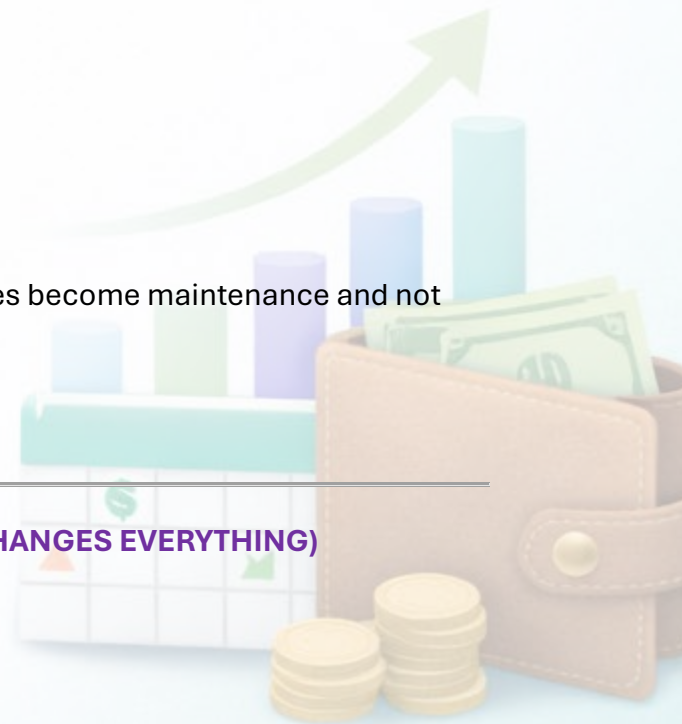
### PART 2: CLIENT SEGMENTATION (THIS CHANGES EVERYTHING)

#### ✓ Not All Clients Are Equal

Some clients support growth. Some silently block it.

We separate them **before** raising rates.

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## CLIENT SEGMENTATION MAP

List your **current recurring clients**:

[illegible]

## STEP 1 — Segment Each Client

Mark ONE per client:

### ☐ 1.Core Client

- consistent
- respectful
- pays on time
- fits your standards

### ☐ 2.Borderline Client

- price-sensitive
- inconsistent
- causes stress

### ☐ 3.Mismatch Client

- pushes boundaries
- resists structure
- blocks growth

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## PART 3: WHO STAYS, WHO GOES (DECISION RULE)

### ✓ The Non-Negotiable Rule

**Rate increases are for core clients first.**

**Mismatch clients are not protected.**

This flips the fear.

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## STEP 2 — Apply the Rule

For each client, decide:

| Client | Segment                      | Increase Applied?                                        |
|--------|------------------------------|----------------------------------------------------------|
|        | Core / Borderline / Mismatch | <input type="checkbox"/> Yes <input type="checkbox"/> No |
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**Borderline clients may convert or exit. Mismatch clients exiting creates space.**

## PART 4: RATE INCREASE TIMING RULES

### ✓ When Increases Are Appropriate

A rate increase is **justified** when:

- ☐ Client has been with you 6–12+ months
- ☐ Scope has increased over time
- ☐ Your standards or systems improved
- ☐ Costs increased
- ☐ You're at or near capacity

You do **not** need all of them. Two or more is enough.

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### RCA Timing Rule

**Never raise rates when you feel desperate. Raise them when your business is stable. Avoid raising rates for all clients at the same time. Test a new pricing on a few clients per week and see the clients' reaction. This way if a client leaves, you'll have the time to find a replacement.**

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## PART 5: COMMUNICATION STRUCTURE (USE THIS)

This is **not a negotiation**- It's a notice!

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### ✓ Rate Increase Script (Professional & Calm)

"I'm updating my service rates to reflect the level of care and consistency I provide.

Starting [date], your recurring service will be \$\_\_\_\_ per visit.

I truly value working with you and wanted to give advance notice so this feels smooth and respectful."

No apology .No justification. No defending.

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## PART 6: POSSIBLE OUTCOMES (AND WHY THEY'RE OKAY)

- ☐ Client accepts → stability increases
- ☐ Client asks questions → clarify once
- ☐ Client leaves → capacity opens

All three outcomes **support growth**.

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## PART 7: RATE INCREASE PLAN

Fill this in:

**Planned increase date:** \_\_\_\_\_

**Number of clients affected:** \_\_\_\_\_

**Average increase per client:** \$\_\_\_\_\_

**Expected monthly income change:** \$\_\_\_\_\_

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## FINAL SELF- CHECK

Answer honestly:

1. Am I raising rates from a place of structure?  
☐ Yes ☐ No
2. Do I know which clients I'm willing to lose?  
☐ Yes ☐ No
3. Does my communication sound calm and professional?  
☐ Yes ☐ No

If yes → you're ready.

# HOW TO RAISE PRICES THE RIGHT WAY

## RAISING RATES WHEN LOSS IS A REAL POSSIBILITY

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### PART 1: Let's Name the Fear

**“If I raise my rates, I might lose a client I depend on.”**

That fear is **logical**, because:

- your income is concentrated
- your capacity is limited
- replacing a client takes time and energy

This is not fear of rejection. This is **fear of financial instability**.

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### PART 2: The Uncomfortable Truth (But a Useful One)

Here is the truth experienced solo cleaners eventually learn:

**Some clients will leave when prices increase.**

**Not because you did something wrong —but because the relationship was price-anchored, not value-anchored.**

That doesn't make them bad clients. It makes them **non-scalable clients**. But — and this is important —**you cannot afford too many of them to leave at once**. And for that reason, we don't “be brave.” We **control exposure**.

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### PART 3: The 70% Fear — Let's Talk About It Honestly

If you feel that **up to 70% could leave**, that tells us something crucial:

It does **not** mean 70% *will* leave.

It means:

- rates may be behind the market
- pricing adjustments haven't happened gradually
- your client base hasn't been segmented yet

This is a **system problem**, not a personal failure.

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## **PART 4: The Risk-Controlled Rate Increase Method**

### **✓ Rule #1 — Never Raise Rates on Everyone at Once**

This is the biggest mistake cleaners make.

**You do not raise prices across your entire client list. You raise prices in controlled waves.**

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### **STEP 1 — Choose a “Test Group” (10–20%)**

From your **Core Clients**, select:

- **1–3 clients**
- **the most stable**
- **the least price-sensitive**
- **the most respectful**

This is your **low-risk group**.

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### **STEP 2 — Apply the Increase Only There**

You are not “seeing who leaves.” You are **gathering data**.

Possible outcomes:

- **All accept → confidence increases**
- **One questions → you refine language**
- **One leaves → loss is survivable**

You **do not escalate** yet.

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### STEP 3 — Pause and Stabilize

Before moving to the next group:

- income must feel stable again
- schedule must feel under control
- emotions must settle

There is **no rush**.

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## PART 5: THE EMOTIONAL SAFETY RULE (CRITICAL)

**Never raise rates from a place where losing one client would break you!**

If that's where someone is right now, the work is:

- **stabilize income first**
- **reduce dependence on one client**
- **tighten scheduling and standards**

Then — **and only then** — raise rates. This is leadership, not avoidance.

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## PART 6: WHAT IF A LOYAL CLIENT LEAVES?

**If a long-term client leaves:**

- it does not erase years of value
- it does not mean the increase was wrong
- it does not mean others will follow

**What it *does* mean:**

- that client had a fixed ceiling
- your business outgrew that ceiling

Grief is normal here. So is relief — even if it comes later. Both of them can exist.

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## PART 7: REFRAMING THE LOSS (WITHOUT LYING TO YOURSELF)

**“I didn’t lose a client because I raised my rates. I discovered the limit of that business relationship.”** That clarity hurts — but it also frees capacity.

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## PART 8: The Survival Buffer

Before any increase, every cleaner should answer:

**“If I lost one recurring client, how long would I be okay?”**

If the answer is:

- less than 1 month → **do not raise rates yet!**
- 1–2 months → **test only**
- 3+ months → **you’re safe to proceed**

This is your **risk management**