

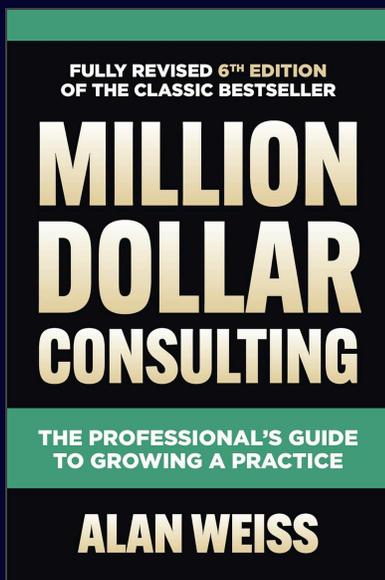


3-BOOK BLUEPRINT

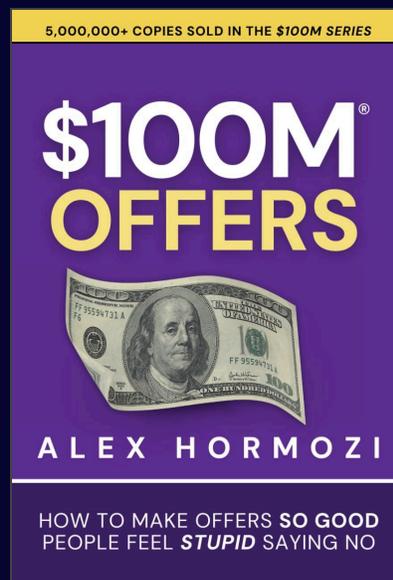
# The Pricing Toolkit

# Key Concepts from 3 Essential Books

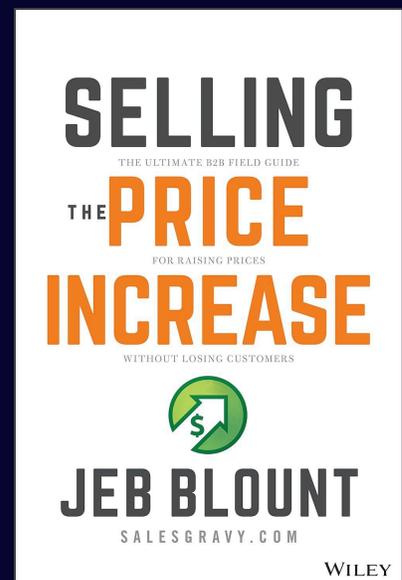
Actionable summaries of the most important hiring insights from **Million Dollar Consulting**, **\$100M Offers**, and **Selling the Price Increase**—plus guidance on which book to read first.



**Focus:**  
Value-based  
pricing



**Focus:**  
Irresistible  
offers



**Focus:**  
Communicating  
increases

# The Pricing Problem

Explaining price increases to customers and clients can be really tough. But what you charge shouldn't just be about what you do. It's about the actual value and results you bring in a way that makes your prices feel secondary.

The reality is sobering:

78%

## Service Providers Undercharge

A 2023 Freshbooks survey found that 78% of freelancers and consultants admit they undercharge for their services, primarily due to pricing uncertainty and fear of losing clients.

2-3x

## Value vs. Time Gap

Research by consulting firms such as Consulting Success show that expert service providers typically earn 2-3x more when charging for outcomes, not time.

60%

## Never Raise Prices

A 2022 QuickBooks study found that 60% of small service businesses haven't raised prices in over two years, despite inflation, increased costs, and improved expertise.

# Why These Three Books?

Different experts approach pricing from different angles. This guide extracts one key concept from each book—the insight that will make the biggest immediate difference to your pricing strategy.



**Million Dollar Consulting** teaches you to quantify your value



**\$100M Offers** teaches you to make offers so good people feel stupid saying no

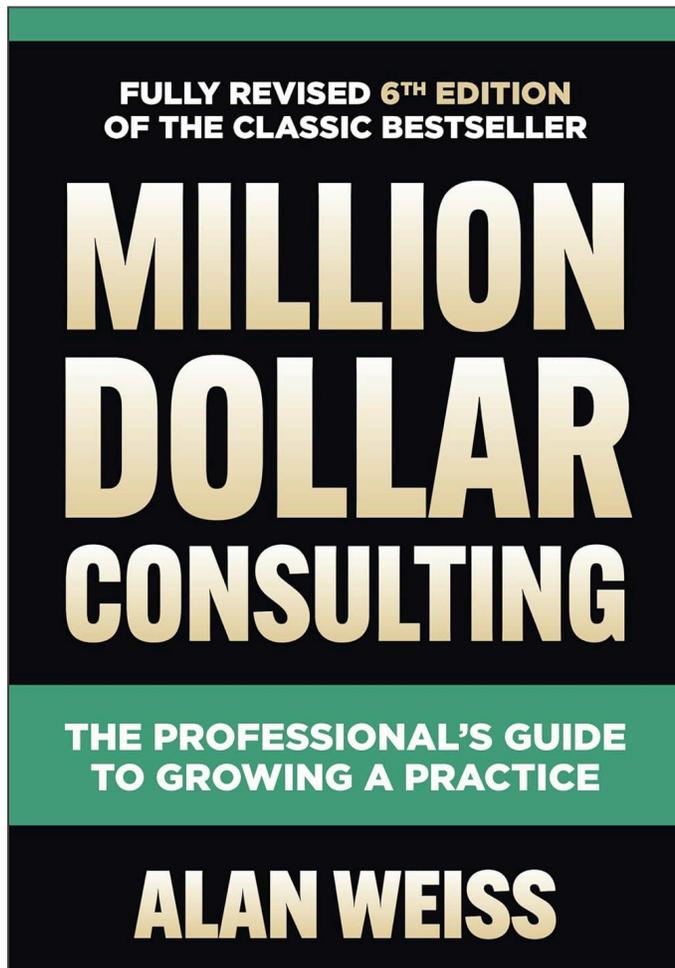


**Selling the Price Increase** teaches you to communicate price changes confidently

Each book contains a complete methodology. For full systems, read the books. This guide helps you understand which is most relevant and gives you a starting point.

# The Million Dollar Consulting Concept

## Price on Value



*"There is no more powerful branding and trust dynamic than consistently producing superb work that delights the buyer."*

— Alan Weiss  
Million Dollar Consulting,  
Page 53

Alan Weiss has advised hundreds of global companies and has been showing consultants how to build multi million-dollar practices for years.

## The Key Insight

### Clients don't buy your time. They buy outcomes.

When you bill hourly, you create a perverse incentive: the better and faster you get, the less money you make. A project that once took 20 hours now takes 5 hours. Your value to the client has increased, but your income has decreased 75%.

**Weiss's solution:** Value-based pricing. Charge based on the value the client receives, not the time you invest.

## How to Apply This

### Determine value:

- Have a conversation about outcomes.** What will these results mean for your organization? How will these results affect the bottom line? What if this fails? (p106)
- Quantify the value.** Get specific numbers. Weiss's fee formula shows how to determine specific value including tangible outcomes, intangible outcomes, emotional impact and peripheral benefits. (p58)
- Identify Measures of Success.** Have at least one measurement device for each objective, e.g. weekly sales report. (p88)
- Price as a percentage of value.** Weiss recommends a 10:1 value to cost for most consulting projects. (p58)

# Example Calculation

## Traditional Hourly Pricing

- Project requires: 10 hours of your time
- Your hourly rate: \$100/hour
- Your price: \$1,000

## Value-Based Pricing

- Client's problem: Inefficient operations costing \$50,000/year
- Your solution: Streamline processes, saving them \$50,000 annually
- Your fee (10% of first-year value): \$5,000

**Same work. Same 10 hours. 5x the income.**

The key is having the conversation to uncover and quantify the value. Without that conversation, you'll default to hourly pricing and leave money on the table.

# Value-Based Pricing Worksheet (p89)

CLIENT NAME \_\_\_\_\_

OBJECTIVES (Tangible and Intangible. E.g. Increase cross-selling of products by 10%).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

METRICS (At least one measurement device for each objective above. E.g. Weekly sales report).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

VALUE (Three or more value statements per objective above. E.g. 10% cross-selling increases revenues by \$400,000)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## What's Not Covered

**Million Dollar Consulting** includes much more: why time-based fees are unethical, creating retainer relationships, proposal writing, and building a sustainable consulting practice.

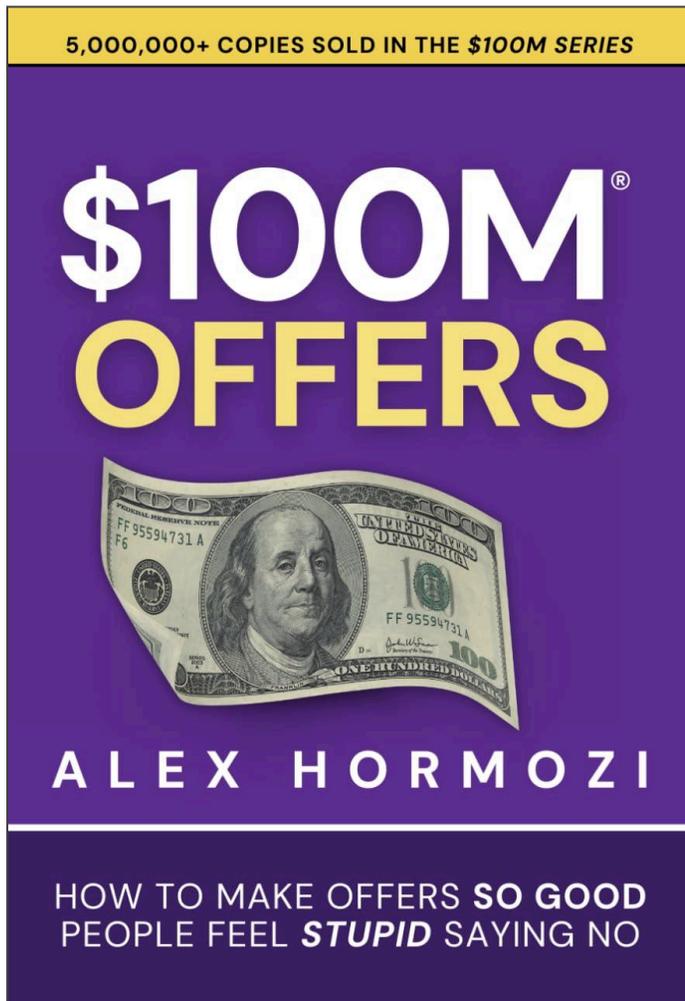
## When to Read This Book

**Read Million Dollar Consulting if you:**

- Are currently billing hourly and feel trapped by that model
- Have deep expertise but struggle to charge what you're worth
- Work with clients who see clear, measurable results from your work

# The \$100M Offers Concept

## The Value Equation



*"Make people an offer so good they would feel stupid saying no."*

— Alex Hormozi  
\$100M Offers,  
Page 15

Alex Hormozi built and sold multiple companies for eight figures each. His offer-building framework has helped thousands of entrepreneurs increase prices while increasing conversion rates.

# The Value Equation

Hormozi's framework breaks perceived value into four variables: (p56)

- 1. Dream Outcome** — What's the ultimate result they want? Not surface-level. The deep desire.
- 2. Perceived Likelihood of Achievement** — Do they believe you can actually deliver? (Credibility, proof, track record)
- 3. Time Delay** — How long until they get the result? (Faster = more valuable)
- 4. Effort & Sacrifice** — How much work do they have to put in? (Less = more valuable)

$$\text{Value} = \frac{\text{Dream Outcome} \times \text{Perceived Likelihood}}{\text{Time Delay} \times \text{Effort \& Sacrifice}}$$

## To Increase Value

 Dream Outcome

 Perceived Likelihood

 Time Delay

 Effort & Sacrifice

# How to Apply This

Transform your offer using the value equation:

## Weak Offer

"Bookkeeping services - \$50/hour"

- Generic service description
- Price is the focus
- No differentiation
- Competes on cost

## Strong Offer

"Get your books organized, compliant, and current in 2 weeks. Real-time dashboard. Zero effort required from you. We'll identify 3+ tax-saving opportunities before year-end. Never worry about audits or surprise tax bills again."

- Amplified dream outcome (peace of mind, savings, clarity)
- Increased perceived likelihood (specific deliverables, timeline)
- Reduced time delay (2 weeks, not months)
- Reduced effort (zero work from them)

Same service. Completely different perceived value.

## Stack Your Offer

**Hormozi's strategy – add so much value that price becomes secondary. Methods to increase value:**

(p96)

- ☑ **Scarcity.** Limited availability creates urgency. "We only take 5 new clients per month."
- ☑ **Urgency.** Increase demand. "Our New Year Promotion ends January 30!"
- ☑ **Bonuses.** Include complementary services or tools. "Plus: quarterly tax planning session (\$500 value)."
- ☑ **Guarantees.** Remove risk. "If you're not satisfied, we'll refund 100%."
- ☑ **Naming.** A title that describes your offer. "5 Clients in 5 Days Blueprint."

You're not necessarily doing more work. You're reframing what you already do in terms of outcomes, certainty, speed, and ease.

## What's Not Covered

**\$100M Offers** covers much more: finding the right market, pricing psychology, the MAGIC headline formula, what happens when offers fatigue.

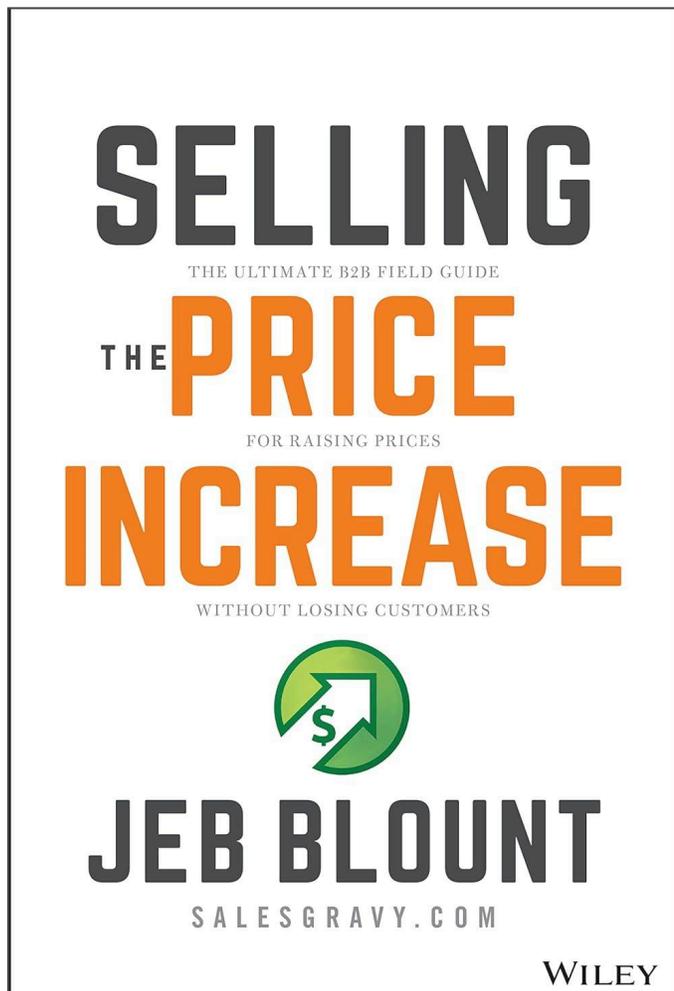
## When to Read This Book

**Read \$100M Offers if you:**

- Struggle to charge premium prices
- Lose customers who say you're "too expensive"
- Compete with cheaper alternatives
- Want to create offers people can't refuse
- Need to differentiate in a crowded market

# The Selling the Price Increase Concept

## The Price Increase Conversation



*"Price increase initiatives are the fastest, easiest means to improve profits — they are crucial to the health of your organization."*

— Jeb Blount  
Selling the Price Increase,  
Page 91

Jeb Blount has trained sales professionals at thousands of companies. His price increase framework helps businesses raise rates without losing clients.

## The Problem

**You've been undercharging. You know it. But you're terrified to raise prices.**

Your costs have increased. Your expertise has grown. You're delivering more value than when you started. But you're charging the same rates you set years ago.

So you keep undercharging, making less profit, building resentment.

# Price Increase Scenarios

**Blount describes the following price increase scenarios:** (p92)

- Broad Campaigns:** Impacts many customers at the same time. Typically involves the whole sales and service team.
- Targeted, account-based increases:** Typically target renewals, reorders, or specific line items.
- Non-negotiable:** Usually implemented when the reward is high and the risk of losing customers is low. Marketing takes the lead on messaging.
- Non-negotiable with exceptions:** Administered with exceptions for certain classes of customers.
- Negotiable:** Emphasis on account targeting, pre-planning, messaging, and business case.

## The Three Approaches

There are three approaches to price increase conversations: (p93)

1. **Presenting:** Assertively and confidently present the price increase and assume that your customer will just accept the price increase.
2. **Asking:** Make your business case and ask your customer to accept it. A collaborative approach for your most important customers.
3. **Defending:** When price increases are non-negotiable. Respond to incoming questions and complaints.

## The Five-Step Price Increase Sales Process

For price increases that require a strategic sales approach, Blount's sales process includes: (p120)

1. Set the Stage
2. Prepare
3. Make your case
4. Leverage the assumptive close
5. Handle objections and negotiate

## The Five-Step Price Increase Because Statement Framework (p195)

Used for 95% of price increase initiatives, and most effective in low- to medium-risk situations. Personalize if possible:

1. **Impact:** Reference the specific product, service or line item being impacted.
2. **Amount:** The amount of the increase.
3. **Because:** The reason for the price increase.
4. **WIIFM Answer:** What's in it for me (your customer). How they benefit.
5. **Timing:** When the price increase takes effect.

### Example (p197)

"Roger, we're increasing the per seat price of our platform from \$9 to \$11...*because* we're adding additional layers of security and firewalls to protect your data...These new measures have increased our costs significantly...protecting your data and security is our number one priority...the price increase won't take effect until next quarter."

## What's Not Covered

**Selling the Price Increase** covers much more: closing, handling specific objections, and negotiating the price increase.

## When to Read This Book

**Read Selling the Price Increase if you:**

- Haven't raised prices in years
- Are profitable but not as profitable as you should be
- Have long-term clients paying outdated rates
- Feel anxious about having "the pricing conversation"
- Need proven scripts and frameworks for price discussions

# Which Book First?

## If your biggest challenge is:

"I'm billing hourly and want to break free" →

Read **Million Dollar Consulting**

The book also covers positioning and practice-building.

"I struggle to charge premium prices" →

Read **\$100M Offers**

The value equation is just one tool from Hormozi's system, but it's the key to structuring irresistible offers that make price secondary.

"I need to raise rates but I'm scared" →

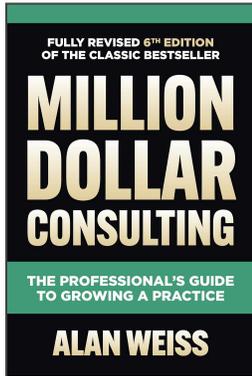
Read **Selling the Price Increase**

The communication framework is the heart of the book. It'll give you confidence and exact scripts.

"I'm building from scratch and want to get pricing right" → Read all three in this order: **Million Dollar Consulting** (foundation) → **\$100M Offers** (structure) → **Selling the Price Increase** (long-term strategy)

# Get the Books

Each book provides significantly more depth than this summary.

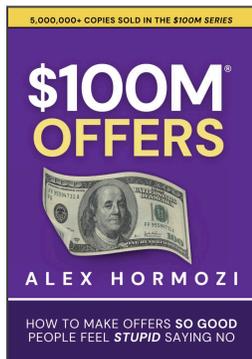


## Million Dollar Consulting

by Alan Weiss

*For building a value-based pricing practice*

<https://a.co/d/fKbZsxX>

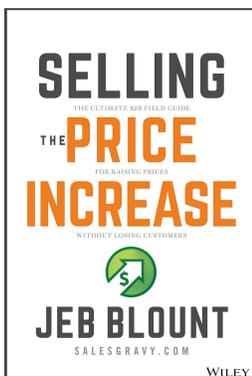


## \$100M Offers

by Alex Hormozi

*For creating irresistible, high-value offers*

<https://a.co/d/8YfEFM0>



## Selling the Price Increase

by Jeb Blount

*For confidently raising prices with existing clients*

<https://a.co/d/d3EJafc>

# Watch the Full Video

For detailed explanations and examples of each concept:

**"How to Charge More Without Losing Customers"**



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