



HOW AUSSIE BUSINESSES CAN

**INCREASE PROFITS BY 10-25%**

WITHOUT SPENDING ANY MONEY

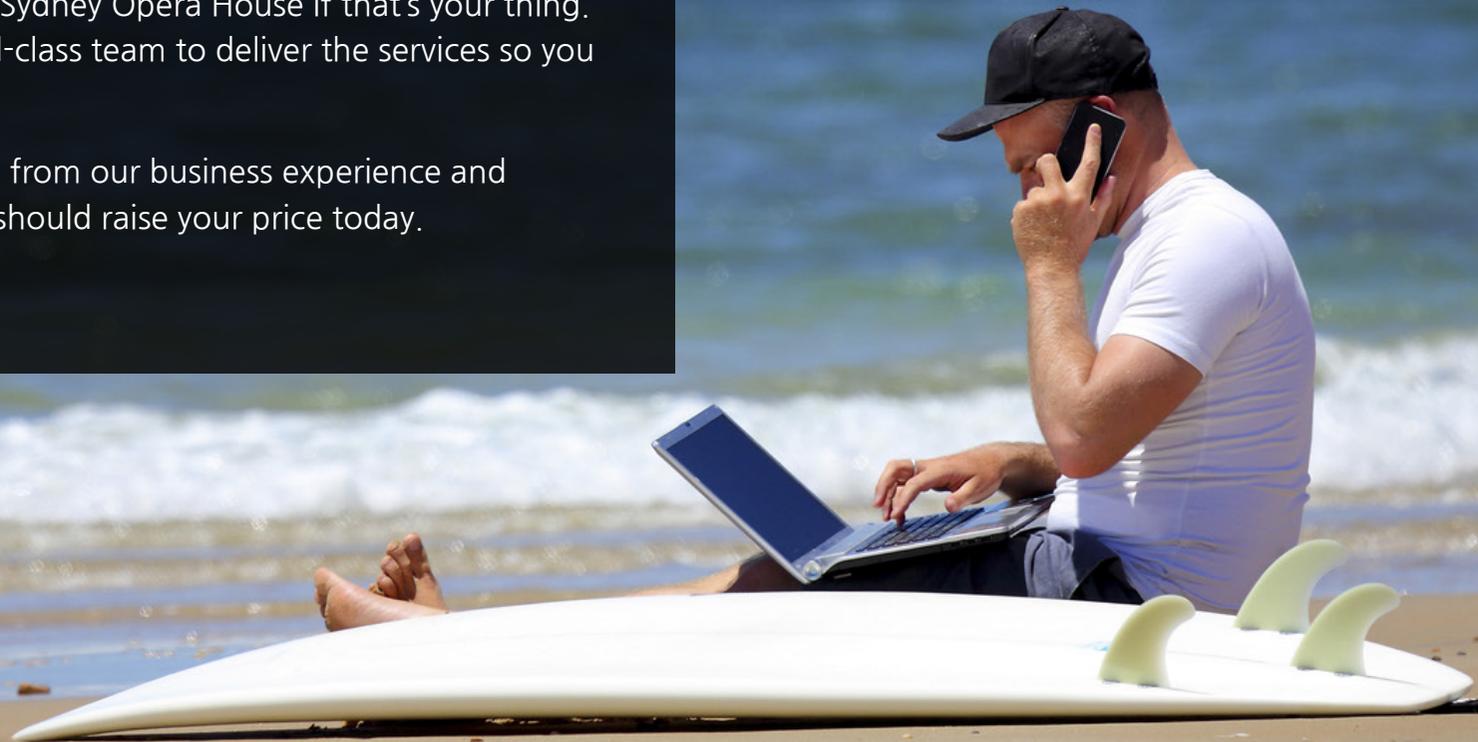
# INCREASE YOUR PRICING

## WHY?

Amazingly the #1 mistake made by most Aussie businesses is undercharging. In fact 27% to 54% of Australian business owners, are undercharging (depending on the source you use).

The cost of undercharging for your services is the difference between living with constant worry and stress about cash flow, and living a lifestyle that means never having to worry about money, and having the freedom to spend more time on Bondi beach or perhaps at the Sydney Opera House if that's your thing. It also means being able to hire a world-class team to deliver the services so you are working fewer hours.

Here are six real-and surprising-reasons from our business experience and academic research that show why you should raise your price today.



## REASON #1: IT ALLOWS YOU TO OUTSOURCE TASKS AND SCALE YOUR BUSINESS MORE EASILY

With others delivering your service you can work ON your business rather than IN your business.

## REASON #2: A SMALL INCREASE IN PRICE OFTEN LEADS TO A LARGER INCREASE IN PROFIT

Let us illustrate this through a simple hypothetical example.

Profit with Normal Price	
Revenue Per Sale	\$1.00
Cost Per Sale	\$0.90
Profit Per Sale	\$0.10

Profit with Double Price	
Revenue Per Sale	\$2.00
Cost Per Sale	\$0.90
Profit Per Sale	\$1.10

That's an 1100% increase in profit.

### **REASON #3: CHARGING 10-50% MORE DOESN'T REQUIRE A SIGNIFICANT CHANGE TO YOUR BUSINESS**

In many cases a reasonable increase in price leads to little or no drop in clients. In some cases you may just need to target a better quality of client.

### **REASON #4: ATTRACTS THE RIGHT CLIENTS**

Most clients cannot or do not determine value by logical evaluation. Many buyers in all markets use price as a guide of quality.

Ironically when you increase price you may attract a higher quality of client who want a higher quality service.

### **REASON #5: IT GIVES YOU A MARGIN FOR ERROR**

When you have a razor thin margin and a project goes wrong then you lose money on each client. You work yourself to the bone to lose money.

### **REASON #6: PEOPLE WILL VALUE THE SERVICE AND BRAND MORE HIGHLY**

Price- quality heuristics is when people equate value to price. In a study of 140 diners researchers discovered that people who paid \$8 for their meal enjoyed 10% more than those who paid \$4 for the same meal.



# IF YOUR PRESENT MARGIN IS...

	20%	25%	30%	35%	40%	45%	50%	55%	60%
And You Reduce Price By	To Produce The Exact Same Profit, Your Sales Must Increase By...								
2%	11%	9%	7%	6%	5%	5%	4%	4%	3%
4%	25%	19%	15%	13%	13%	10%	9%	8%	7%
6%	43%	32%	25%	21%	18%	15%	14%	12%	11%
8%	67%	47%	36%	30%	25%	22%	19%	17%	15%
10%	100%	67%	50%	40%	33%	29%	25%	22%	20%
12%	150%	92%	67%	52%	43%	36%	32%	28%	25%
14%	233%	127%	88%	67%	54%	45%	39%	34%	30%
16%	400%	178%	114%	84%	67%	55%	47%	41%	36%
18%	900%	257%	150%	106%	82%	67%	56%	49%	43%
20%		400%	200%	133%	100%	80%	67%	57%	50%
25%			500%	250%	167%	125%	100%	83%	71%
30%				600%	300%	200%	150%	120%	100%

# IF YOUR PRESENT MARGIN IS...

	20%	25%	30%	35%	40%	45%	50%	55%	60%
But If You Increase Prices By	To Produce The Exact Same Profit, Your Sales Must Decrease By...								
2%	9%	7%	6%	5%	5%	4%	4%	4%	3%
4%	17%	14%	12%	10%	9%	9%	8%	7%	6%
6%	23%	19%	17%	15%	13%	12%	11%	10%	9%
8%	29%	24%	21%	19%	17%	15%	14%	13%	12%
10%	33%	29%	25%	22%	20%	18%	17%	15%	14%
12%	38%	32%	29%	26%	23%	21%	19%	18%	17%
14%	41%	36%	32%	29%	26%	24%	22%	20%	19%
16%	44%	39%	35%	31%	29%	26%	24%	23%	21%
18%	47%	42%	38%	34%	31%	29%	26%	25%	23%
20%	50%	44%	40%	36%	33%	31%	29%	27%	25%
25%	56%	50%	45%	42%	38%	36%	33%	31%	29%
30%	60%	55%	50%	46%	43%	40%	38%	35%	33%

A man with a beard and glasses is sitting at a desk, writing in a notebook. He is wearing a blue sweater and a necklace. The desk is cluttered with papers, a pen, and a cup. The background is a brick wall. The text is overlaid on the right side of the image.

# TAKE ACTION

When you don't make the profit you want, what do you do?

Most Aussie entrepreneurs take the hard way...

1. They take out an overdraft
2. They work harder, or
3. They hunt for more customers

In our experience, for 9 out of 10 businesses, these are all the wrong approaches because they don't solve the fundamental problem.

The core problem is often not charging enough!

The beautiful thing is that this also happens to be the easiest solution.

# WANT HELP GROWING YOUR BUSINESS?

The #1 Question we get after someone reads this report is HOW can I grow MY company?

So we developed a special 'Success Session' to help growth minded business owners get started.

## THE PURPOSE

The purpose of this session is to get you started on a growth path. So you walk away knowing where opportunities are and a simple 2-3 key actions.

But we can't help everyone.



## WHO CAN WE HELP?

**#1: You have to be the owner and decision maker.**

No decision by committee or asking permission to do the great work you want to do. In order to make the most of our work together, you need to be in charge of the whole enchilada.

**#2: You should have a growing viable business with a solid future.**

This means we won't work with businesses that are on the edge of collapse.

This offer is for people who are up and running already and simply want to run a lot faster and a lot farther.

**#3: You MUST be willing to honestly assess yourself, your business and collaborate together to create success.**

In order for us to make this work, you need to be committed to the process.

Meaning you need to take risks, get comfortable being uncomfortable, work through potentially difficult transitions and follow through. If you want someone who constantly tells you what you want to hear instead of what you need to hear... then we are probably not for you!

That's it! Those are our requirements.

If you qualify I want to invite you to attend one of our FREE 'Success Sessions' so we can help YOU find ways to grow YOUR business!

## HERE'S WHAT WILL HAPPEN WHEN YOU BOOK A 'SUCCESS STRATEGY SESSION'

1. Complete and return a questionnaire prior to your 'Success Strategy Session'
2. Meet with a business advisor who will take you through a profit finder exercise
3. Walk away with a simple action plan (based on 2-3 key actions)

You are under no obligation to become a client of ours and we are under no obligation to accept you, but this is a great way to find out if we are a good fit.