



PROFIT YOURSELF HEALTHY INC.

*Earn more, worry less*

## Pricing Strategy Worksheet

1. Why are you pricing your products or services the way that you do? What is your pricing strategy?
2. What is your current Margin?
3. What is your current Markup?
4. When was the last time that you looked at your pricing?
5. What pricing models do you currently use?
6. What are some of the problems with your pricing?
7. How are your competitors pricing their products or services?



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8. What are 3 pricing models that you would like to implement in your business?

9. If you implemented the new pricing models what would happen?

10. What do you need to do to ensure that your plan to implement new pricing models stick?

11. What would your customers do if you changed your prices?



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12. How could you be prepared for backlash if there was any?

Action Steps you need to do to move things forward with your pricing