



Quick Reference Guide

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Follow Up to:

Setting Your Prices: How to Price Your Advocacy and Care Management Services

Concepts to consider when determining your prices:

- ◆ The You Factor: includes your education, experience, credentials / certifications, the services you offer, your location, and your brand (reputation)
- ◆ Billable – vs – non-billable hours
- ◆ All hours are not equal
- ◆ Understanding your competition
- ◆ Working with your budget
- ◆ Concepts of margin and profit
- ◆ Scope of Work
- ◆ Concept of Value (people and psychology)

Need more copies of the pricing worksheet?

You can download them at any time for one year from the date you registered for this course:

1. Log into the PracticeUP! website:
www.PracticeUPOnline.com
2. The link to Course 501 Lesson 9 using this link:
<http://bit.ly/pup501-Lesson9>

You'll find links to all the additional resources for this course on that page.

Remember!

Never quote your hourly rate in isolation!

Without a thorough assessment of what work needs to be done and how long that will take, you cannot accurately give a fair number, and it will very likely drive a potential client away.

Pricing Variations, Packages, and Models:

- ◆ Charging to do your assessment
- ◆ Discounted project rates (for short term projects—1 or 2 months or less)
- ◆ Retainer rates (for longer term assignments—3 months or more)
- ◆ Delegating and upcharging (using subcontractors to complement your work)
- ◆ Many more are found in the *The Start and Grow Your Own Practice Handbook*—find discounts from the PracticeUP website.
- ◆ ... and always collect your money up front!