1. ***Define your products & services*** – be clear about what you offer and define them in writing.
2. ***Consider working collaboratively with others*** – you can often expand your packages, market and profit if you work with other providers.
3. ***Look at the big picture*** – pricing is not a standalone issue as it is one of the “P’s” in the Marketing Mix and a key element of your own Business Model, which is one of the 5 Pillars of Good Business Finance.
4. ***Work out what your products and services cost to deliver*** – calculate your direct costs (booking fees; cost of supplies; etc.) and your indirect costs (marketing; rent; insurance; staff costs; bank fees; etc.) so you know what you’re spending.
5. ***Know your gross profit from your net profit* –** understand how these are calculated so you can see how to maximise both and reward you for your experience, expertise, time and risks.
6. ***Decide on your pricing policy; here are 3 common options*:**
   1. *Cost plus – work out your costs and add on your desired profit*
   2. *Competitor based – benchmark your prices against your competitors*
   3. *Consumer value – look at it from the customer’s perspective and what they might pay*
7. ***Consider a mix of strategies*** – combine different strategies to arrive at your prices:
   1. **Cost-plus pricing**—simply calculating your costs and adding a mark-up
   2. **Competitive pricing**—setting a price based on what the competition charges
   3. **Value-based pricing**—setting a price based on how much the customer believes what you’re selling is worth
   4. **Price skimming**—setting a high price and lowering it as the market evolves
   5. **Penetration pricing**—setting a low price to enter a competitive market and raising it later…..
8. ***Develop your own pricing template*** – a simple spreadsheet based system could help you to ensure you’re covering your costs and help you to sensitise your variables and maximise your profit.
9. ***Don’t forget your time*** – track the time you spend preparing for and winding up from a tour/event etc. and include travel and other time directly attributable to your products or services.
10. ***Develop a clear written pricing policy*** – documenting this forces you to be clear about what exactly you want from your pricing and allows you to share it with your team if appropriate.
11. ***Seek******outside challenge on your pricing***– find someone independent who will give you honest and professional feedback and advice on your pricing.
12. ***Know your breakeven point*** – this is particularly important if you are launching a new business or a new product or service (and remember timing of this is important too).
13. ***Track and manage your pricing and your profit*** – use a quality bookkeeping system so you can accurately measure your business performance.
14. ***Develop a plan and a forecast*** - use your prices as a basis for structured business planning so you can stabilise or grow your business over time.
15. ***Be clear about your USP*** – develop your own Unique Selling Proposition and communicate that to your customers and markets before you communicate your pricing.
16. ***Don’t undercharge*** – it’s easier to lower your prices if you need to, than it is to increase them.
17. ***Use discounts sparingly –*** premium products or services rarely need to offer discounts.
18. ***Check all your own web locations*** – make sure all your text, images and content are accurate and up to date.
19. ***Check your competitors’ web pages regularly*** – you can be sure they’ll be checking yours!
20. ***Self-evaluate your pricing*** – regularly undertake a thorough review of your pricing, at least annually.
21. ***And last but not least……don’t undervalue yourself or your team*** - if you don’t believe in yourself, why would your customers?

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