

Online Marketing Made Easy ^{w/}Amy Porterfield



Social Media | List Building | Content Marketing

The Online Marketing Made Easy Podcast with Amy Porterfield Session #107

Show notes at: <http://www.amyporterfield.com/107>

Amy Porterfield: Hey there, Amy Porterfield here. Welcome to another episode of The Online Marketing Made Easy Podcast. Thank you so very much for tuning in.

At the time of this recording I am getting ready to jump on a plane tomorrow morning to go on...not a business trip, but a family vacation. It's really special because we're going to Walt Disney World. I'm a California kid. I grew up going to Disneyland. I've never been to Walt Disney World and we are going because we promised this trip to Cade, my son, if he got straight As two semesters in a row.

He did it! And not only was I so excited that he was able to get those straight As, but I was really excited because I've always wanted to go to Walt Disney World. I got a little nervous because I wondered if he was too old for Walt Disney World. He's 13 now. Is it going to be not as much fun as if he were a lot younger?

Everyone promises me he is still going to have an amazing time and I think all three of us, me, Cade, and of course my husband, Hobie, are all going to have a great time. We leave tomorrow morning and before we go my one big goal today was to get this podcast episode recorded and it's not like "Ugh I've got to do one more episode before I go on vacation."

Instead, I'm really excited to record this episode for you because I'm passionate about this topic. The topic is a bit controversial because, depending on who you ask, you get a big range of answers. That question: What should I charge for my course?

After a lot of thought, today I wanted to share with you my seven-step pricing strategy, or what I like to call price-point perfection, Seven Steps to Knowing What To Charge. Before I get into it though, I am so excited to share with you this week's freebie.

Whether you're a coach, a consultant, a speaker, a freelancer, or service provider of any kind owning your own online course is a game changer that can have a dramatic effect on your income and your impact.

Having your own online business course is the biggest key to leveraging your efforts and stepping out of the time-for-money trap that so many entrepreneurs get stuck in and rarely escape. If you've waited for the right time to take that very first step to creating your first online course then I can't wait to reward your patience with the training that will set you and your business up in a new and amazing direction.

I have recently reverse engineered the biggest lessons I've learned from five of my most successful online courses that have served over 38,000 entrepreneurs while generating \$6.4 million in revenue. I put all of those key learnings in a brand new free master class.

My live master class is called How to Confidently Create Your First Six-Figure Course in 60 Days. Before it's too late I want you to grab your virtual seat. This is a live training. I am so excited to share it with you. All you need to do is go to <http://www.amyporterfield.com/courses> to grab your seat. I cannot wait to share this brand new information with you.

Let's go ahead and jump into the meat of this episode. Again, we're going to talk about the price-point perfection, Seven Steps to Knowing What to Charge. I want to first start with the end in mind. When you make a final decision on the price point for your online course here's what's most important:

1. It is most important that you feel confident with your price point. It has to be something you feel truly excited about and in your heart and in your gut you know you're getting paid what you're worth. You have to ultimately believe in the value of your price point. You also must not be afraid to ask for that price. We'll talk about that because I know the selling part is kind of scary for a lot of us and we'll talk about that for sure. But this is where confidence in your abilities must show up and they must show up big time. You've got to ask for what you're worth.
2. When it comes down to starting with the end in mind you must be willing to deliver ten times the actual value that you are promising. This is how you create wildly loyal customers who tell all of their friends about you. When you over deliver this happens every single time.
3. The price point you choose must demand the kind of clientele that you want to attract. I am sure you've heard it over and over again, but when you sell a \$97 program, and there's nothing wrong with that (I'll share all of my pricing strategies in my own business, and I have a \$97 program) but when you sell a \$97 program and you sell a \$1,000 program I can promise you that a different type of person shows up in that \$1,000 program. What's so interesting, and I've seen this in my

own business, the same person who buys my \$97 program might also buy my \$1,000 program and that same person acts differently, takes action differently, builds different habits differently in my \$97 program versus my \$1,000 program. When you have more skin in the game you tend to be more committed. There is definitely something about charging those premium prices and I just want you to think about that because you are attracting a different type of clientele and are demanding a different type of commitment when people put more skin in the game. That's just like a high-level view of what that looks like. But there's nothing wrong with those lower-priced products and we are going to talk about that here.

Let's look at the seven steps in the price-point perfection formula to help you decide on the price point that is best for your business and your students.

Price-Point Perfection Formula Step 1 - You want to create your complete product offer

You want to sit down and outline exactly what it is that you are offering inside of your course. You need to think of it this way, you can't decide what you will charge without first laying out what you are going to offer. This is something I think a lot of people skip. They come to me and ask what I think they should charge for their product.

I ask them to lay it all out for me and they're not exactly sure what they are offering. This is where I want you to start. It takes a little homework but I definitely think it's worth the time. I'm going to run you through a few questions that you want to ask yourself and you want to answer before you ever put a price on your course.

What is the problem you are solving?

That is so very important to know.

What are the results you are promising?

This one is important right out of the gate because when you are promising specific results, the bigger the results, the longer lasting the results, the impact of those results should be a factor in your price point. Let me give you an example.

I have a program called List Builder's Lab. It's \$297. I also have a program called Webinars That Convert. It's \$997. List Builder's Lab is \$297 and Webinars That Convert is \$997

because List Builder's Lab is a beginner's strategy to start building your email list. It is putting the infrastructure in place so that you can start building your email list so that you can then promote and build relationships with your ideal audience.

List Builder's Lab is not about instantly making money. It's not a huge drawn out strategy from start to finish in terms of creating something and then selling something and making money and all of that good stuff. That's what I do in my business. I teach people how to build the foundation of their online business and then create their courses and programs and then sell them and make money.

That's part of my overall business but List Builder's Lab is more at the beginning of that entire online business-building strategy. Because I'm not teaching you how to make money in List Builder's Lab but am helping you build that infrastructure, to me, a \$297 price point (based on a whole bunch of other factors I'm going to get into in this training) really works.

I charge more for Webinars That Convert because it is a start-to-finish entire campaign where I walk you through step by step how to create a webinar and how to create the launch funnel to sell the webinar. I give you the formulas you need to actually make money, I give you the numbers to figure out how much money you're going to make, and the results in Webinars That Convert all have to do with "this is how much money I made."

For me, in my business, I charge more when it's a complete system from start to finish and you are going to be able to see a big return on your investment. If the return on your investment is a little bit smaller or it takes a lot longer or it's not as big of an impact just yet, that's where it warrants, inside of my business, a lower price point. That doesn't mean it's less important.

Believe me, you could make a lot more money doing webinars if you first build the foundation of list building. So list building is incredibly important but I'm looking at the return on investment and how long it takes you to get there and that's part of one of the factors in terms of what I charge. That's just one way I look at it.

Like I said, this is a little bit of a controversial topic because not everybody who teaches price points for products will agree with me, but this is what works for me and I want to just tell you first hand how I've made these decisions. I think that's part of why some people really enjoy my teachings, because I take you behind the scenes and give you how I've

decided on different things in my business and the steps I took to get there. So that's what I'm doing here.

How long will it take your student to reach those results?

What kind of access will your students have with you?

That was another thing with List Builder's Lab versus Webinars That Convert. Both programs have private Facebook groups to support my audience but I made it really clear with Webinars That Convert that I'm in there more regularly. I am answering more questions because it's a more intense program.

With List Builder's Lab, I definitely jump in the private community but not as much. I'm not as hands on. I made that really clear from the get go when I sold the program. But that is also a factor in the price point.

Some of you are thinking that you don't sell programs that help people make money so you don't know what the return on investment looks like. You do know what that looks like in terms of whatever it is that you are offering. You know what is a quicker fix with more concrete results. You know how long it takes people to get there, if you know your craft really well.

Let's say you teach people strategies to get better sleep at night in order to be more productive. To get better sleep at night is almost priceless for some people that really struggle with that. So we're not talking about how much money they are going to make but you know all the different benefits of getting people to have a better night's sleep. You know what that means in the long run for all areas of their lives. That's the kind of stuff you want to be thinking about.

How are you working with people inside of your program?

Is it a large group, a small group? Is there one-on-one access? Those are factors in your offer that will become factors in determining your price.

Will you be offering your members a community?

Will you be offering a private Facebook group or a forum as part of your offer? Remember, right now we're just talking about offer. Of course, it's hard not to say how that's going to affect the price because that's the topic of today. But let's just look at your offer.

How many modules will be in your program? How many lessons in each of those modules?

You might not set it up like that but they are just questions to look at.

How many bonuses will you be offering? Will there be bonuses at all?

How long will it take someone to actually get through the content of your program?

Do your students have lifetime access? If not, how long do they have inside of your program?

What is your refund policy?

All of the questions I just asked are questions I really want you to decide on before you ever put a price on your course. It's just not fair to decide a price before you lay out exactly what they get. Good?

I know you're not going to be able to decide on all of those questions right now in this moment. I'm here to help you start thinking about your offer so those questions will help you shape a really strong offer.

Price-Point Perfection Formula Step 2 – Determine where this product you're creating will fit into your overall business

The question here is: What kind of product are you creating in terms of fitting it into your business model? In most cases, if you're just starting out, you are either going to create an introductory product like a no-brainer opportunity to get somebody into your sales funnel or you're going straight for your signature product, that product that defines your messaging and what you're all about.

It's usually a bigger system or a step-by-step plan, kind of like my Webinars That Convert. A signature program is usually a start-to-finish kind of project or plan you are putting people through. Whatever it is, an introductory kind of thing or a signature product, you want to make that decision.

There is no right or wrong answer here. It's just important that you decide what you want to do. I will say that overall when I look at my business and when I prepared my notes for today's session I am acutely aware that I'm not one of those marketers that charges really high premium pricing. Sometimes I wish I was.

Sometimes I wish I had the nerve to come out with a \$5,000 program. Other times I just know that right now that's not really where I want my business to go. It's not going to fit in terms of what I've already created and also support the students that I've attracted. So you need to kind of look at the whole picture when you're thinking about pricing.

But I tell you that because some other marketers will tell you to charge \$5,000. They just want you to start right there. I think it's really irresponsible for anybody, an expert marketer or a friend or peer, to look at a quick outline of your product and tell you that you should be charging more. How often have you heard people tell you that you should be charging more?

I feel that is a really irresponsible thing for people to say before they sit down and really understand your business model, your business goals, before they understand your audience and what your audience has bought in the past and what your audience needs and wants from you and where they are in their journey.

Those are all things we'll get to a little bit more in this training. But just don't let people throw it out to you or at least don't totally accept it when they tell you that you should be charging more. When people tell me that I want to tell them to try to sell it for that and see how they do. I just get really defensive.

I need to back myself up and say, "Okay, I'm going to own my own product. I'm going to own the decisions I make, and I'm going to make the best decisions for my business model and my students."

This training is a little bit about mindset as well. You need to be a little bit careful that you don't let fear determine your pricing. That's why I want to give you these seven steps. Fear can't be a part of it. In the beginning it's very normal to be fearful to ask for what you're worth. So sometimes I say that you have to come up with a price that you might be a little bit uncomfortable with in the beginning but you know in your heart of hearts that you're

worth that and the program and results you're promising are solid so that you will push forward with that price.

It's okay to feel a little bit uncomfortable in the beginning. You will eventually own it. But I want you to be really aware of whether you are pricing based on your fear of selling or if you are pricing something based on being very acutely aware of the worth of yourself in your program. It's just a little pep talk kind of mixed in there. I kind of went off script but you get the point.

Let me go back to my outline because we're in Step 2, which is to determine where the product will fit into your overall business. I kind of want to share with you a little bit about how my business has looked in terms of building online training programs.

My first product was FB Influence. I don't have that product anymore but it was like a Facebook 101 type program and it was \$97. That was the very first thing I created. You might be surprised to know that price point should not be determined by how many modules or how many lessons there are. Yes, that was a question I asked earlier when I said to put your offer together. It's important to determine that to look at the overall offer, but more modules or less modules isn't really a deciding factor in the price point.

Again, you come back to the results you are promising. With my FB Influence program we talked about list building and selling but we were really starting from ground zero and just getting people familiar with the Facebook platform and we were showing them the opportunity of what they could do. Then there was a little how-to inside the program as well.

It wasn't a complete system from A-Z so I think that's really important to share with you. That's part of the reason it was \$97. We wanted people to just get to know me and my products and get familiar with my teaching style. So \$97 was like a no-brainer price.

From there, once I learned more about my audience and what they liked and what they needed and where they wanted to go with their businesses in terms of using Facebook I decided to create the Facebook Marketing Profit Lab, which years later turned out to be just The Profit Lab. I dropped the Facebook marketing part and made it a little bit more expanded.

For the sake of this training, my point is that I went from an introductory \$97 Facebook marketing program to a more in depth signature program, Facebook Marketing Profit Lab, where I took them through an A-Z kind of strategy of how to build a Facebook marketing plan to build your email list and sell more online. Do you see how that works?

At the time that was \$497. I was just getting started and probably could have charged more for that but I was still in my beginning stages and I just wasn't totally confident with my abilities yet. I'll tell you, part of your pricing struggle is going to come up when you're not confident about your abilities.

The more you believe in yourself, the more you know you can help people, and the bigger results you start to get for people, the more confidence you are going to have in charging more. Testimonials and case studies are going to be really important for you in order to feel confident moving in to the next pricing stage of your business. That's just a little insight into that.

From there, I eventually created Webinars That Convert, which is the program that's selling now. It's a \$1,000 program. I have to tell you, I never ever hesitate to say the price on a webinar. I am more than excited. I feel like that program is well worth \$1,000 and tons and tons more because of the results that people are getting.

When you start to really hone in on your strengths and abilities and that comes across in how you teach in your courses, let me tell you, you're going to have no problem putting a price on that product and knowing 100% it's a very valuable price that shows your worth and also supports your audience. That is just something to know...You do build up to this.

Price-Point Perfection Formula Step 3 – Play with the numbers

If you've been thinking about creating an online program or are working on it right now you probably have a good idea of what you want to earn when you launch your product. If you're just starting out that number you're thinking about right now is probably a little bit high.

We all get stars in our eyes as we begin to build out our online course because we are thinking it is so good. We think it is going to sell like hot cakes. I think that's really normal and I love that excitement and I want you to have it. But I also want you to be really realistic.

Crunching the numbers is an important piece of figuring out what you're going to price your product. Let me help you get a little bit more realistic with how this might all shake out once you start to sell your program. I want you to give yourself a full year to launch and relaunch and relaunch your product.

When you're talking about how much you want to earn in revenue with your new online course I want you to look over the next 12 months. When you look at your product revenue over a period of a year I want you to run some numbers and ask these questions:

How much revenue do you want to generate over the next 12 months with this course alone? Let's just put that number out. You can be a little aggressive. That's fine. I just want you to throw out that number. This is all a guesstimate so it doesn't have to be totally accurate.

What will your expenses look like? I know this is just a guess, but I want you to make an educated guess based on what you know right now. You won't have a total solid number but what do you think your expenses are going to look like? Spend a little time brainstorming it out. It's important to look at expenses when we're talking about how much money you want to make.

How likely is it that you can get in front of the perfect audience quickly? I want you to look at your audience, specifically your ability to get in front of them to access your audience and attract the right people for your product. If you're new at selling I want you to be a little bit conservative on the numbers, at least in the first six months of promoting. Sometimes it takes a little time to get really good at selling your own product. Part of that is making sure you get in front of the right audience.

When we first started selling FB Influence it took a little time to figure out who the perfect audience was and who would be the perfect affiliates to sell it for us and where our audience was spending time. There are some kinds you need to work out in the beginning because we're talking about launching a product.

It's one thing to create a product but now getting into the selling phase is a whole different conversation and it takes some time. Again, I want you to look at how much money you

want to make, what you think your expenses are going to be, and how likely it is that you can get in front of the perfect audience quickly.

If you've already sold things in the past and you know you're going to market this well then you don't need to be so conservative in the numbers in terms of your revenue you are hoping to make. If you're a little unsure about your avatar and are still working on that, you've got to do a little bit of experimentation, then you want to be a little bit conservative with your revenue as well. That's why I bring that up.

My motto for the last few years has been to "Pursue Simple, get fancy later." I always have to give credit to Brad Martineau of Sixth Division because that was his motto and I stole it from him...but I love it. Pursue simple, get fancy later.

When you're crunching your numbers and you start to think about how much money you want to make and what you are going to do to get in front of your audience and how you are going to launch it, keep it as simple as possible.

If you add a lot of bells and whistles to this it gets really expensive and really overwhelming. With online marketing the greatest thing about online marketing is that you do not need to spend a lot of money to make a lot of money. You can keep this really simple. So I want you to really think about that as you start building the opportunities in terms of how you're going to sell it.

Once you start crunching the numbers you've got to think that if you want to make X amount of money, if you threw out a price point of what you want to sell this for, how many units do you need to sell. Then you need to ask yourself if that feels doable. It's okay if it feels like a little bit of a stretch.

But you'll know right away if you are crazy and it is not going to happen the first time out, "This is brand new to me, I've got to scale back a little bit." You are playing with numbers in terms of how much you want to make, what you might charge, and what that would look like in terms of how many units you need to sell.

Here is something you can do and I learned this when I was in a mastermind a few years back. You can put together three different goals. One would be your conservative goal, one would be your scary goal, and one might be your hairy-scary goal like, "Holy Cow! If I reach

that hairy-scary goal I'm taking a big fat vacation because that's going to blow my mind and is going to be the best thing in the world."

Having levels of goals is really cool because if you get to that conservative goal you still have to celebrate because you did it and that's awesome. But if you can push yourself a little bit more and get to that scary goal in the middle that's pretty amazing as well. I like the three tiers of goals. You can make up your names for each tier but that's one cool way of figuring out what this all might look like in terms of revenue and expenses and price points.

We're not done yet. We are moving on.

Price-Point Perfection Formula Step 4 – Research your competition

Although it's not the end-all/be-all, it is important to check out what your competition is doing. Because I create products that have already been created before by my peers, before I launch any new program I am acutely aware of what my competition is doing. I know what they are pricing their products, I know their payment plans, I know what they are offering.

To me it's really important that I look at the landscape and then decide where I want to fall in the mix. This is truly a personal preference. We are all different. We all have different businesses. Every market is different. Every niche is different. It's all up to you at this point. You need to decide where you fall in the mix.

You have to go with your gut on some of this and that's why it's not like a perfect "this plus this equals that" and there's your price point. That's not how you figure out the price of your product. There are a lot of factors involved, one of them being that you should at least research your competition and see what they are doing.

Ramit Sethi, of [I Will Teach You to Be Rich](#), was on my show in [Episode #54](#) says, "You want to understand who your market is and their willingness to pay."

I love that, and looking at the competition kind of helps you do that because, if you know your audience well and know your market well, you know what other people are selling and

you have a rough idea if they are doing well or not. With that it's valuable to find out what your audience has paid for in the past.

That's why I love to survey my audience and one of the questions I ask them (in terms of whatever challenge we are talking about in the survey) what they have purchased in the past? What other programs or books or audio programs or whatever it might be, what have you invested in in order to find a solution for this challenge? That is so very valuable.

First of all, if my audience said they have never purchased anything that's kind of a red flag because there might not be a big enough pain point. But then, if they tell me the different things they have purchased, oh my gosh, that is so insightful in terms of where I'm going to position my product and how I'm going to sell it and what I might price it for as well.

It's important to know, again, not the end-all/be-all, you don't have to be like your competition but it's important to know what they're doing.

Price-Point Perfection Formula Step 5 – Educate your customer on why your stuff is the best

I actually talked a little bit about this in Step #1 when I said that you have to get really clear on your offer. One of the questions I wanted you to answer was: What results are you promising? I want to get into that even more here in #5 with educating your customer on why your stuff is the best.

Again, I want to ask you what results you are promising inside your course? The level of results should be a factor in your pricing model. I already went over this where I talked about my Facebook 101 program versus my Webinars That Convert program. I'm promising bigger results in Webinars That Convert and that's one of the reasons the price point is \$1,000.

You need to really take a look at what you're promising and that's one of the pieces of the puzzle when you're putting a price on your product. Here are some questions I want you to think about:

How much time can you save someone when they go through your program and get results? Actually saving someone time, money, stress, pain, or improving their

relationships, productivity, and health, all of these possibilities should be factors in the pricing decision. Here's what's really cool. If you find an audience where saving them time or saving their marriage is really, really, really valuable to them you can put a higher price point on that.

There is a combination here. It's not just what you're promising but it's your ability to find the people that see that promise as the holy grail, the most important thing in their life right now. A lot of that comes down to how you position it and how you sell it. That's why I wanted to give you an amazing resource.

The resource is a free video that my mentor, Marie Forleo, put on her blog a while back. It's called the [Mattress Method](#). In my show notes at <http://www.amyporterfield.com/107> I am going to link to the Mattress Method video that Marie recorded.

Let me give you a little hint of why it's important that you check it out: The Mattress Method is deliberately translating the value of your product into real- life currencies like time, money, love, or health. In this mini training Marie says, "Ask yourself, 'what results are you helping people achieve and how can you translate that value into even more time, money, love, or health?'"

When you get the answer to this question you will have more clarity when deciding on the price of your product. So I definitely want you to check out the Mattress Method, one of my very favorite videos related to pricing. I think you are going to find it incredibly valuable. Just go to <http://www.amyporterfield.com/107> and I'll link you right there.

Price-Point Perfection Formula Step 6 – Gut check

When you get to a final price point for your product, I want you to ask yourself: How do you feel about your pricing decision? What does your gut tell you? Can you confidently sell your product at this price point? How do you feel if I told you that you need to make it lower? How would you feel if I said you had to make it higher?

Just listen to your body a little bit more in terms of how you feel about the price point. I want to encourage you to (again, I already said this) not to get lost in the fear of charging what you're worth. You've got to have a real, honest conversation with yourself. If you don't want to raise your price, ask yourself, "Why?"

Is it because you feel like you've found the right, perfect price point for the value or are you just scared to ask for more? You have to be honest with yourself. But when you decide on that price point you've got to own it. Let's say you're going to sell your program on a webinar. When you get to that section of the webinar where you start to tell people about your product and you tell them how much it is I don't want your voice to crack.

I don't want you to start sweating or to get a little bit out of breath about your price point. I remember those days, those early days when I felt that way. When I wrap this up I'll tell you a little bit about what it used to look like for me and what it looks like now.

My goal for you is for you to own that price and remember that it comes down to the fact that you believe in your abilities to get your audience results and also believe that when people get into your product you will blow their socks away and give them ten times the value of what they paid. If you believe that you can own it for sure.

Price-Point Perfection Formula Step 7 – Test, test, test some more

To wrap it up, the final thing I'll say, the final step in the price-point perfection formula is to test, test, and test some more. Over time you can decide to raise your prices. That price you are going to decide on now is not something you have to stay with forever.

I want you to remember that the bottom line with pricing is that it's an art not a science. If it was a science, if it was really straightforward, I could have come on this episode and, like I said earlier, I could have said, "You do this and then you do that. You add them together and that equals your price point."

I wish it were that easy. But it's not. Again, it's an art, not a science. Let me give you an example. When I first came out with The Profit Lab, remember it was called Facebook Marketing Profit Lab, the price point was actually \$297. Looking back it makes me cringe because I actually offered one-on-one Skype calls for my students. They got one-on-one Skype calls with me and they got the entire program (again, it was \$297).

Do you want to know why I charged \$297? I was so afraid that nobody was going to buy it. The reason for that was that I didn't have confidence in myself and I was new at all of this. I just felt I wasn't really sure what to expect.

Looking back, I wish I had beta tested my product. When I do my free master class I am going to talk a little bit about beta testing because it doesn't have to be so elaborate or overwhelming that a lot of people think in terms of beta testing, that it will take forever and you will never get around to selling your product. It doesn't have to look that way.

If I had beta tested it I would have known that it worked and that people got results. I would have had a whole lot more confidence to come out of the gate with a higher price. If you are really struggling with your price point you want to look at beta testing where you put people through your program and you don't charge them but you get a lot of feedback from them. Then you can tweak if needed and then when you go out there you already have some testimonials and you already know that people can get results with your program.

Remember, so much of this pricing thing is your own mindset, your own confidence, how you deliver it in terms of what people get and how much it is. That delivery is half the battle. So beta testing might be something worth looking into.

I wanted to leave you with this: When I first started out I was definitely scared to tell people how much my products were. I wouldn't put it out there with confidence and I didn't sell as many as I could have, for sure. But over time what I've realized is that I have something really amazing to offer this world...as we all do.

The more I started to believe in my abilities and myself the more I realized that what I'm teaching people can change their lives. I know I'm not curing cancer or anything amazingly important like that. But if I can teach people how to build a business online and if they get to quit their 9-5 job so they can be home with their kids more and can live a life that they absolutely love and if they can support their family in the exact way they want to support their family then I am making an impact for somebody else.

When I think about it that way I have no problem with charging what I charge as long as I know that I can get people results. It all comes down to a whole pricing thing. It comes down to: Can you deliver on your promise?

If you can deliver on your promise you've got to charge what you're worth. Remember, when people have skin in the game they show up in a whole different way. I love, love, love working with my Webinars That Convert students because they are action takers. They are

serious about this. They want to get a return on their investment in my product as soon as possible.

That drive drives me to want to support them even more. It's a pretty exciting thing to see. I'm not saying you price your next product at \$1,000 because you will get a higher level of clientele. I am actually telling you there is something to look forward to. You might not be ready for that yet but premium pricing is a pretty cool thing when it fits into your business model and it works for you and it works for your students.

All of these different seven steps I told you about are important to look at. If you want to start with an introductory product in order to kind of get your feet wet as well as introduce yourself to your audience and support them and make an impact in their lives at whatever level you want to, that's fine too. Just own it and you can always build up to something bigger.

Remember, you can always change the price.

Thank you so very much for being with me here today. I want to remind you that I have a brand new master class coming out called How to Confidently Create Your First Six-Figure Course in 60 Days. I'm going to share with you the five key ingredients that have not only been behind my own blockbuster courses but are a common thread across just about every successful online course I have ever seen.

I cannot wait to share the details and insights with you. All you need to do is go to <http://www.amyporterfield.com/courses> to grab your spot and I'll see you there. Thanks so much for being with me here today. I truly appreciate you tuning in and I cannot wait to connect with you again next week. It will also be another episode about creating your online course. We've got two good ones in a row!

I'll see you there. Until then have a wonderful week! Bye for now.

Show notes at: <http://www.amyporterfield.com/107>