

What can your clients buy from you? At what price?

What are four price points or budgets your target client will find attractive?

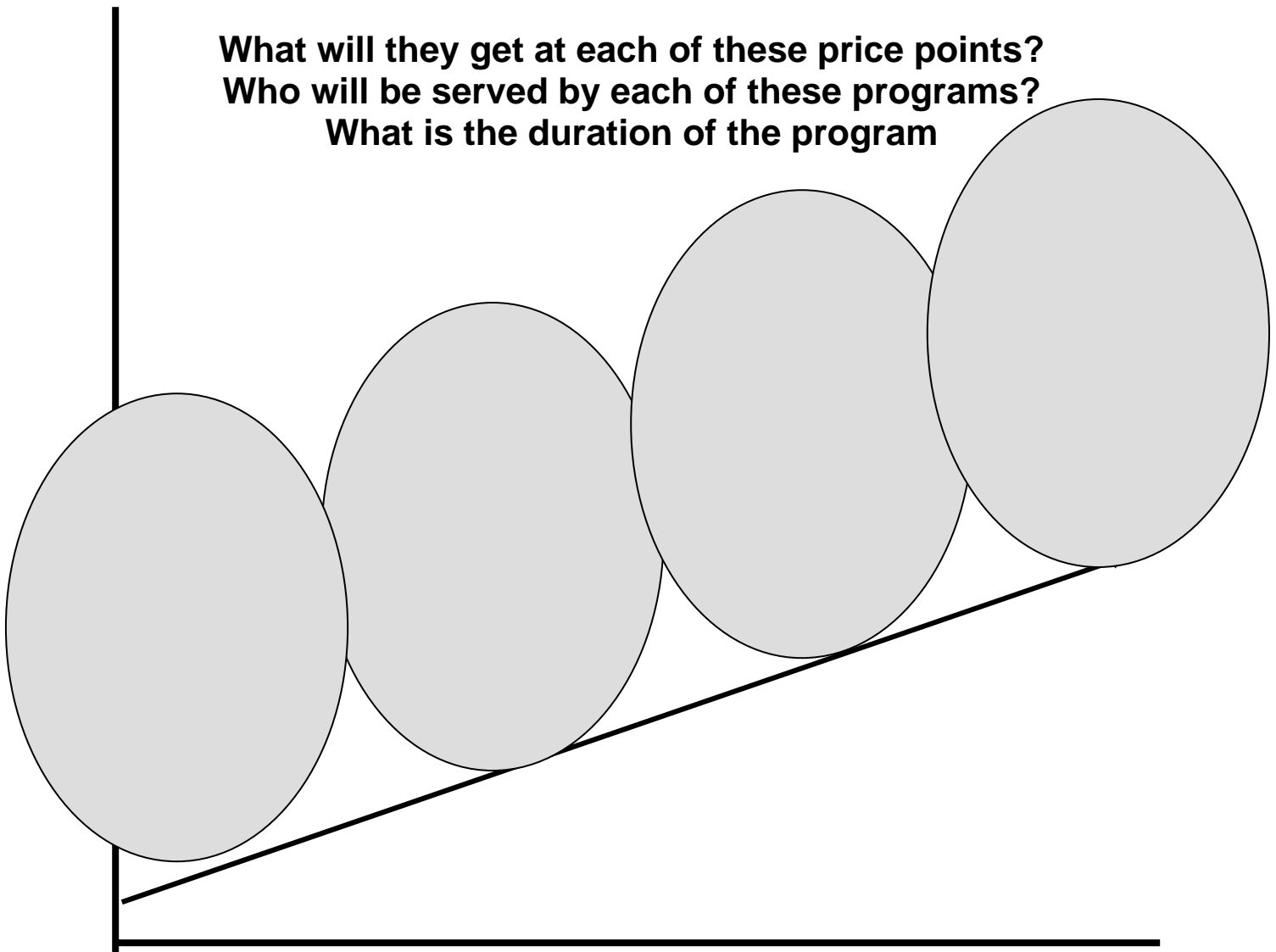
\$ _____
(entry level program)

\$ _____
(low budget-no frills)

\$ _____
(gets the job done)

\$ _____
(ideal program)

**What will they get at each of these price points?
Who will be served by each of these programs?
What is the duration of the program**



**Remember: Adlibbing is for Amateurs!
(Don't make up prices and offerings spontaneously!)**