



THE DROP

CEO

THE
CEO
SOCIETY

+

WITCH,
PLEASE...

PRICING MAGIC WITHOUT THE PANIC

THE DROP:

COUTURE CAPSULES FROM THE CEO SOCIETY

POWER ISN'T LOUD. IT'S DELIBERATE. COLLECT THESE CAPSULES AND THEN
GO BUILD WHAT THEY'LL NEVER FORGET.

DEAR FRIEND & SHE-EO:

LET'S BE HONEST: PRICING FEELS A LOT LIKE WITCHCRAFT. CHARGE TOO LITTLE, AND YOU'RE CURSING YOUR OWN EMPIRE. CHARGE TOO MUCH, AND SUDDENLY YOU'RE THE VILLAIN IN SOMEONE ELSE'S BUSINESS FAIRY TALE. BUT HERE'S THE SPELL NO ONE TELLS YOU — POWER IN PRICING ISN'T MYSTICAL, IT'S METHODICAL.

THIS CAPSULE IS ABOUT TURNING YOUR NUMBERS INTO A NARRATIVE. BANISHING THE BURNOUT FROM YOUR BOTTOM LINE. SPRINKLING JUST ENOUGH STRATEGY INTO YOUR RATES SO THEY FEEL LESS LIKE A SÉANCE AND MORE LIKE A STANDING OVATION.

BECAUSE WHEN YOU PRICE WITH PURPOSE, CLIENTS DON'T JUST BUY WHAT YOU SELL — THEY BUY INTO YOUR CONFIDENCE. THEY FEEL THE ENERGY SHIFT. THEY KNOW THEY'RE INVESTING IN A BRAND THAT'S COUTURE, NOT CLEARANCE.

SO GRAB YOUR PEN, POUR YOUR POTION (WHETHER IT'S CHAMPAGNE OR COLD BREW), AND LET'S REWRITE YOUR REVENUE WITH A LITTLE MAGIC — THE DELIBERATE KIND.

WITH CHAMPAGNE CLINKS & CHAOS-TURNED-COUTURE,

Kristie Christensen

KRISTIE CHRISTENSEN

FOUNDER & CEO - THE CEO SOCIETY

MONEY & MOMENTUM

10 MYTHS THAT NEED TO DIE (AND WHAT TO DO INSTEAD)

PRICING ISN'T ABOUT PULLING NUMBERS OUT OF A CAULDRON. IT'S ABOUT KNOWING YOUR WORTH, OWNING IT, AND PRESENTING IT IN A WAY THAT CLIENTS CAN'T RESIST. BUT TOO MANY QUEENS ARE STUCK UNDER THE SPELL OF BAD ADVICE. LET'S BREAK THE CURSES.

myth 1:

LOWER PRICES = MORE SALES

ACTUALLY? LOWERING YOUR PRICES JUST LOWERS YOUR CONFIDENCE. YOU DON'T ATTRACT MORE CLIENTS, YOU ATTRACT THE WRONG ONES. LUXURY BRANDS NEVER DISCOUNT THEIR WAY TO RELEVANCE, AND NEITHER SHOULD YOU.

myth 2:

YOU HAVE TO MATCH YOUR COMPETITORS

IF LOUIS VUITTON WORRIED ABOUT WHAT ZARA WAS CHARGING, THEY'D BE OUT OF BUSINESS. COMPARISON KILLS COUTURE. YOUR PRICES ARE ABOUT YOUR VALUE, NOT THEIR MENU.

myth 3:

HOURLY RATES ARE THE ONLY "FAIR" WAY

NEWSFLASH: NOBODY'S BUYING YOUR HOURS. THEY'RE BUYING YOUR RESULTS. SELL PACKAGES, SELL TRANSFORMATIONS, SELL IMPACT — BUT STOP SELLING YOUR TIME LIKE CLEARANCE RACK LEFTOVERS.

myth 4:

RAISING PRICES = LOSING CLIENTS

THE CLIENTS WHO LEAVE WERE NEVER YOUR AUDIENCE. THE ONES WHO STAY (AND THE ONES YOU ATTRACT NEXT) ARE THE ONES WHO GET IT. EVERY TIME YOU RAISE YOUR RATES, YOU RAISE YOUR AUTHORITY.

myth 5:

YOU NEED A GIANT AUDIENCE FIRST

YOU DON'T NEED THOUSANDS OF FOLLOWERS TO CHARGE COUTURE PRICES. YOU NEED THE RIGHT ONES. BOUTIQUE BEATS BIG-BOX, ALWAYS.

MONEY & MOMENTUM

myth 6:

YOU SHOULD WAIT UNTIL YOU'RE "READY"

IF YOU'RE WAITING FOR A NEON SIGN THAT SAYS RAISE YOUR PRICES NOW, THIS IS IT. WAITING DOESN'T MAKE YOU WORTHY. ACTION DOES.

myth 7:

DISCOUNTS PROVE GENEROSITY

DISCOUNTS PROVE DESPERATION. GENEROSITY IS GIVING VALUE, NOT CUTTING YOUR WORTH IN HALF. IF YOU WANT TO GIVE, ADD A BONUS — DON'T SLASH YOUR CROWN.

myth 8:

CLIENTS ONLY CARE ABOUT PRICE

CLIENTS CARE ABOUT TRUST, RESULTS, AND EXPERIENCE. PRICE IS JUST ONE PART OF THE EQUATION — AND THE RIGHT CLIENTS SEE IT AS PROOF OF YOUR VALUE.

myth 9:

TALKING ABOUT MONEY IS "AWKWARD"

WHAT'S AWKWARD IS RUNNING A BUSINESS THAT DOESN'T SUSTAIN YOU. CONFIDENCE IN YOUR PRICING MAKES SALES CONVERSATIONS SMOOTH, NOT SCARY.

myth 10:

YOU'LL FIGURE IT OUT LATER

LATER IS THE LAND WHERE EMPIRES GO TO DIE. IF YOU DON'T GET DELIBERATE ABOUT PRICING NOW, YOU'LL ALWAYS FEEL BEHIND. QUEENS DON'T WING IT. THEY SET IT, OWN IT, AND MOVE ON.

COUTURE TAKEAWAY

PRICING ISN'T PANIC. IT'S POWER. WHEN YOU STRIP AWAY THE MYTHS, YOU'RE LEFT WITH DELIBERATE NUMBERS THAT HONOR YOUR WORTH AND SIGNAL YOUR AUTHORITY. RAISE THE RATES, POP THE CHAMPAGNE, AND REMEMBER — WITCHES DON'T BEG FOR BUSINESS. THEY CAST CONFIDENCE, AND CLIENTS FOLLOW.



EVERY RATE YOU RAISE IS ANOTHER SPELL OF CONFIDENCE CAST."



THE COUTURE PRICING SPELLBOOK

PROFIT MARGIN & REVENUE CHECK-IN
SUMMON YOUR REVENUE
(TOTAL INCOME THIS MONTH)

LIST ALL RECURRING OR MAJOR COSTS

RENT / OFFICE / TOOLS: _____
SUBSCRIPTIONS / SOFTWARE: _____
CONTRACTORS / STAFF: _____
MARKETING / ADS: _____
OTHER: _____
TOTAL EXPENSES: _____

REVEAL YOUR MARGIN

REVENUE – EXPENSES = PROFIT
PROFIT ÷ REVENUE = PROFIT MARGIN %
PROFIT: _____
PROFIT MARGIN %: _____

ENCHANT YOUR PRICING

BASED ON YOUR MARGIN, WHICH SERVICE OR PRODUCT NEEDS
A NEW SPELL (AKA, A NEW PRICE)?

OFFER: _____ | CURRENT PRICE: _____ | NEW PRICE: _____
OFFER: _____ | CURRENT PRICE: _____ | NEW PRICE: _____
OFFER: _____ | CURRENT PRICE: _____ | NEW PRICE: _____

YOUR COUTURE AFFIRMATION

“MY PRICES HONOR MY WORTH, SUSTAIN MY EMPIRE,
AND CAST CONFIDENCE INTO EVERY CLIENT.”