1. Find the Value

Ask past clients what changed and what it was worth. Use their figures, and the low end.

1 Client value calls

Client	What changed after the work?	Worth / year (low end)	Their words
Clinic A (example)	About 10 extra new patients a month		Booking online
Clinic B (example)	Reception: 10 fewer phone hours a week		Fewer calls

2 Name the result in the client's words

Not this (what you do)	But this (what changes for them)
"A website"	"More new patients booking online, and fewer calls for reception"

Ask: "If this works, what changes, and what is that worth to you?" Example (Ioana, web studio in Bucharest, sites with online booking for dental clinics): she charged $35 an hour x 40 hours = about $1,400 a site. Her careful estimate for a typical clinic: about $20,000 of extra fees in the first year.

Example figures. General education, not financial advice. Results vary.

2. Set the Price

Price a small share of the value, check your costs, fix the finish line, raise when booked.

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1 Value to price

Line	Example (loana)	Mine
Careful first-year value to the client	$20,000	
A tenth of it (low end of the range)	$2,000	
A fifth of it (high end of the range)	$4,000	
Flat fee chosen	$3,200	
Cost limit: about a fifth of the price	$640	
Tools + outside help (should stay under the limit)	about $500	

2 Finish line (scope), not hours

Booking live (example finish line item 1)	[ ] Done
Tested (item 2)	[ ] Done
Front desk trained (item 3)	[ ] Done
Extra pages and later changes are priced separately	[ ] Done

3 Raise when booked

Month	Quotes sent	Said yes	Take rate	Booked weeks ahead?

When nearly everyone says yes, or you are booked for weeks ahead, add 10-15% to the next quote. loana: 8 in 10 said yes at $1,400; 6 in 10 at $3,200. Next 3 months: 5 sites (about $16,000) instead of 9 (about $12,600), with far fewer late nights.

Example figures. General education, not financial advice. Results vary.

3. The One-Page Offer

Value first, then a clear choice: two options plus a do-it-yourself version.

1 Lead with the result and the cost of doing nothing

Their number	Example (Celso, hotel energy audits, Maputo)
Problem cost now	Power bill about $9,000 a month
Value of the result	Cut by just a tenth: around $10,000 a year

2 Options (show the bigger one first)

Option	What is included	Finish line	Price
A Full result	Audit, supervising the changes, staff training, 6 months of monitoring	Month 6 review	$9,500
B	Audit, supervising the changes, check after 3 months	Month 3 check	$5,500
DIY	Audit report + 1-hour walkthrough; hotel makes the changes	Walkthrough done	$1,800

Too much? Remove work, never discount the main option	[ ] Done
Share of results only if easy to measure: lower fee + capped share, 12 months, in writing	[ ] Done
Track which option each client picks	[ ] Done

Celso before	$50 x 30 h = $1,500 report	Proposals	9 of 12 said yes
Choices	1 chose A, 5 B, 3 DIY	Work won	About $42,000 vs $10,000

3 This week

[ ] Pick one service you sell by the hour; call two past clients and ask what changed and what it was worth
[ ] Write a careful value number and set a flat price at a small share of it; costs under a fifth
[ ] Write this one-page offer with A, B and DIY, use it on your next quote, and save it in Systex

Ioana, Celso and their figures are illustrative. These are examples, not promises. Example figures. General education, not financial advice. Results vary.

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net