LoftyBiz · Price Range Planner

Episode 214 · Show the Price Range Early: Save Time on Poor-Fit Leads

This is a printable worksheet. Write on the yellow lines. Do not copy figures from the video — those are illustrations only, not rates for your market. Currency is yours to set; USD is a starting label only.

1. Your usual work

What usual work is this range for?

The kind of work you usually sell, in plain language.

Currency

USD

Starting label only. Change if you price in another currency.

Low figure (your usual low)

A number you can stand behind. Leave blank until you have one.

High figure (your usual high)

A number you can stand behind. It should be at or above the low.

What moves a job toward the low end?

A short note, in your words.

What moves a job toward the high end?

A short note, in your words.

2. Show it, and review it

First-reply line (or first-minutes line)

Plain-language wording you will actually say or send.

Kind-stop line, when the range does not fit

A kind way to stop. Do not invent a lower number here.

Will you also put a shorter range on a public page? YES / NO

Circle YES or NO.

Date you will review this range

When your costs change, review. Write a date.

If you have a public page, date you will review that page

Leave blank if you answered NO.

3. Checks to make by hand (the Sheet does these for you)

- ◯ 1. Write the band in one line: your low, your high, and the currency.
- ◯ 2. Check that the high is at or above the low.
- ◯ 3. If the review date has passed, review the range now.
- ◯ 4. If you said YES to a public page, give that page a review date too.
- ◯ 5. When the lines above are filled and the checks pass, show the band in the first reply or the first minutes this week.
- ◯ 6. Keep the range, the first-reply line and the review date in Systex, at loftybiz.net.

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