BUSINESS ADVISORY LAUNCH PROGRAMME · DESIGN YOUR PRICING

Pricing model selector and rate floor

Pick a model, set your floor, and design the entry offer that leads to a retainer.

01 Pick your primary model

Most advisers lead with one and offer the others alongside it.

Day rate, fixed project, retainer, or value-based, and why?

02 Set your rate floor

Below this, the work does not pay once non-billable time is counted.

The income you need from the practice this year

Realistic billable days across a year

Your floor rate: the income divided by the days

03 Design your entry offer

A low-risk first step that a retainer can grow out of.

Your fixed-price entry product (e.g. a diagnostic), and its price

The retainer it naturally leads into

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