



Quick Tips

Money On The Table: 7 Ways to Charge More

Full article:

<http://www.marketingforowners.com/money-table-7-ways-charge/>

1. Offer a Crazy Good Guarantee

- For example:
 - **Full money back guarantee** within the **first year, no questions asked**
 - Full money back guarantee **even if they've used the product**
 - Full money back guarantee plus **you'll pay for return shipping**

2. Accept Any And All Payment Types

- Remove barriers - **make it easy for customers to pay you**

3. Brand Your Expertize With Content

- Consistently give your customers **great content**
- **Become the 'go to' expert** in your industry to establish trust and credibility
- People are more likely to instinctively to buy from **people they trust**

4. Niche Your Marketing

- You can charge more when prospects are convinced that your product is **specifically for them**
- Get very specific in your **marketing and the name of your products and services – target your Ideal Customer**



5. Add Value

- To increase perceived value, **create a bundle:**
 - In addition to the main product or service, **throw in products or services that don't cost you much**

6. Make The ROI Clear

- Outline clearly **how the customer will benefit** from your product or service
- **If they can save money, tell them how much**

7. Sell Some Personality

- Create a bond with your customers by infusing your customer relations with a bit or **personality or humour**