

The Freelance Pricing Checklist

Price Your Services Confidently to Get More Clients



Why do some freelancers bank millions while others struggle to pay the rent? There are many reasons, but **pricing strategy is an important factor**. When you know how to maximize the value of your offer and minimize resistance, you can take home the big bucks.

This **Freelance Pricing Checklist** summarizes the key points to remember when aiming to get paid top-dollar as an elite freelance professional.

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Step 1: Setting the Foundations



1. **As an absolute minimum**, charge at least 3 times the hourly rate you would earn doing the same work in a salaried position

2. **Look for a niche where you can:**
 - a. *leverage your talents and experience*
 - b. *feel passionate about what you do*
 - c. *Serve a real need in the market*

Step 2: Negotiate from a Position of Strength



Negotiate from a position of strength by:

- **Picking a high-value niche:** you know that clients are willing to pay top dollar to secure the services you offer
- **Generating a steady stream of leads:** you're not desperate to do this deal. If the client won't pay your price, you have other prospects who will
- **Presenting yourself as a true pro:** if you stand out as the person who can be trusted to do the job well, you eliminate all the competition at a stroke

Step 3: Raise Your Prices with Confidence



To price your services confidently and win premium clients, you need to:

- **Create a strong value proposition for your services**
- **Market aggressively to clients who need those services**
- **Target the premium end of your market**
- **Demand what you are worth, without compromising**

Step 4: Keep the Momentum Rolling



To keep the momentum going you must:

- **Do a great job**
- **Ask for feedback**
- **Update your online presence**
- **Request referrals**
- **Keep on marketing**

Step 5: Believe in Yourself



All of the above ideas will contribute to helping you raise your prices to the rates you deserve. But perhaps **the most important factor of all is to believe in yourself.**

We are all raised to have **modest expectations** of our income. Education systems around the world are designed to produce 'sausages' who work a day job for limited earnings.

But as a freelancer, you have broken free of that restriction. **Now there is no ceiling on your income.** So implement the strategies in this checklist, believe in yourself and take your income to the moon!