

# How To

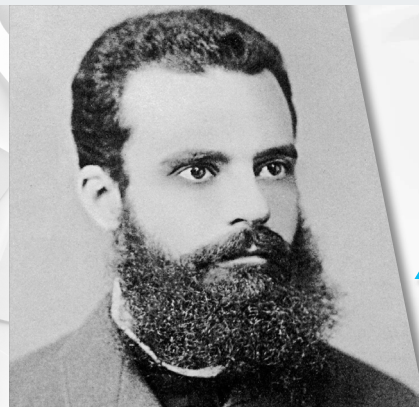
## 10X your Price or Fee

- Michael Yardney

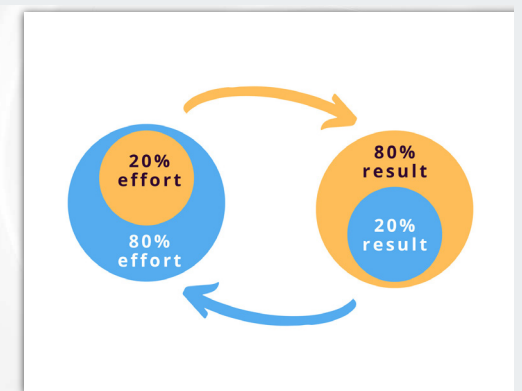




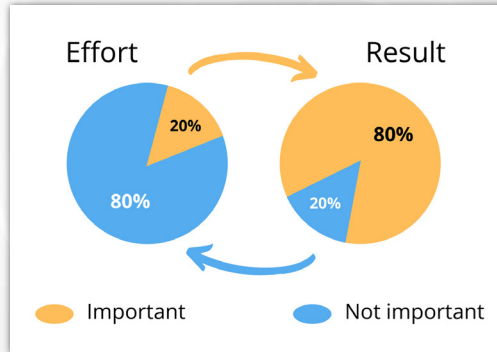




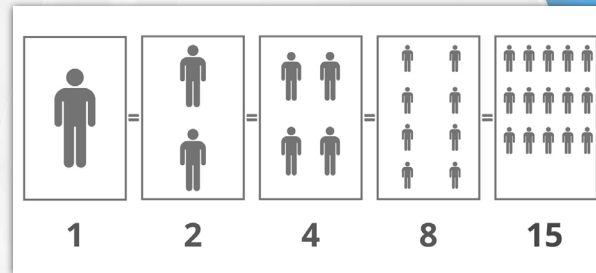
Pareto Principle



## Pareto Principle



## The truth about your customers

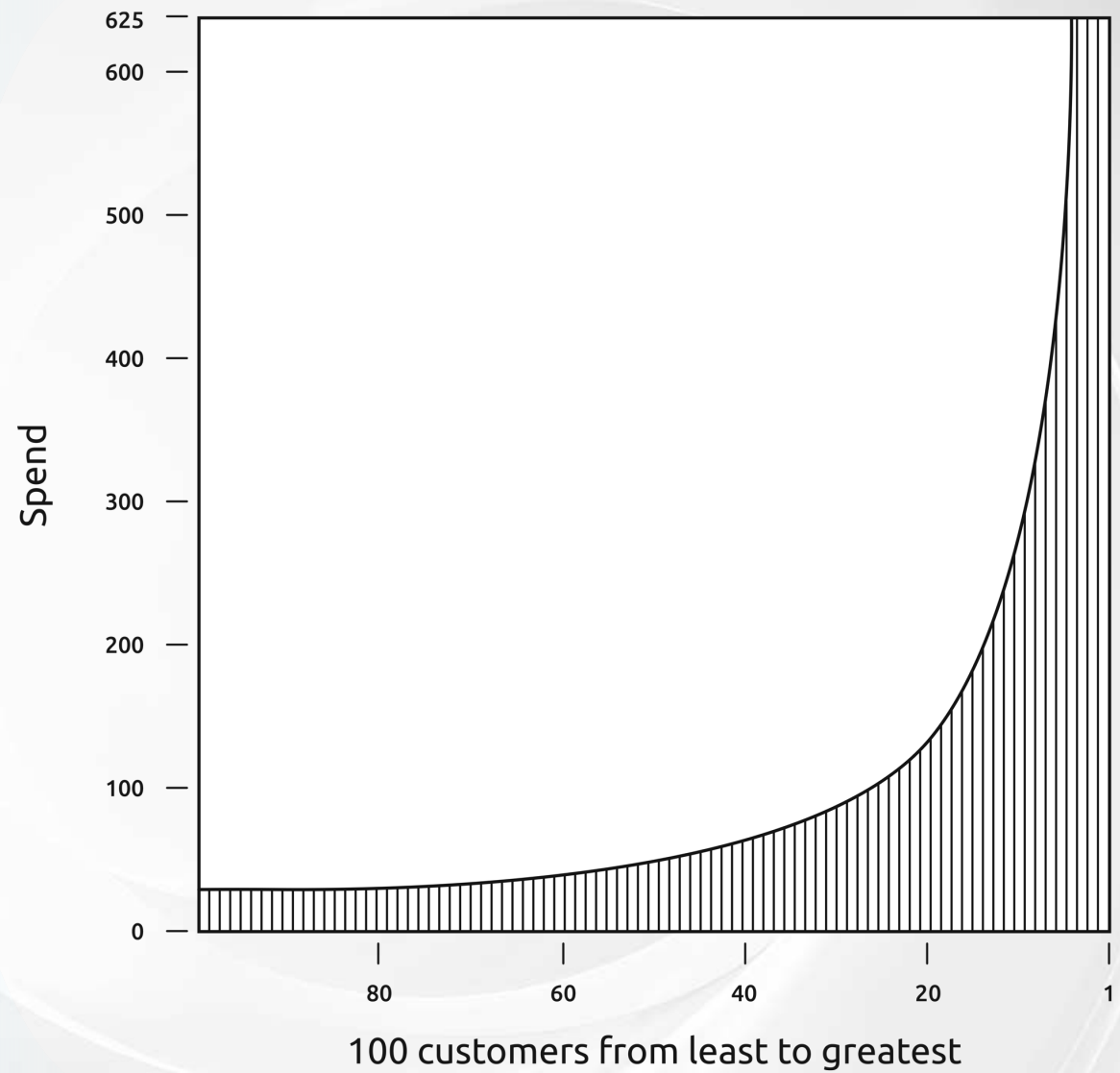


80/20

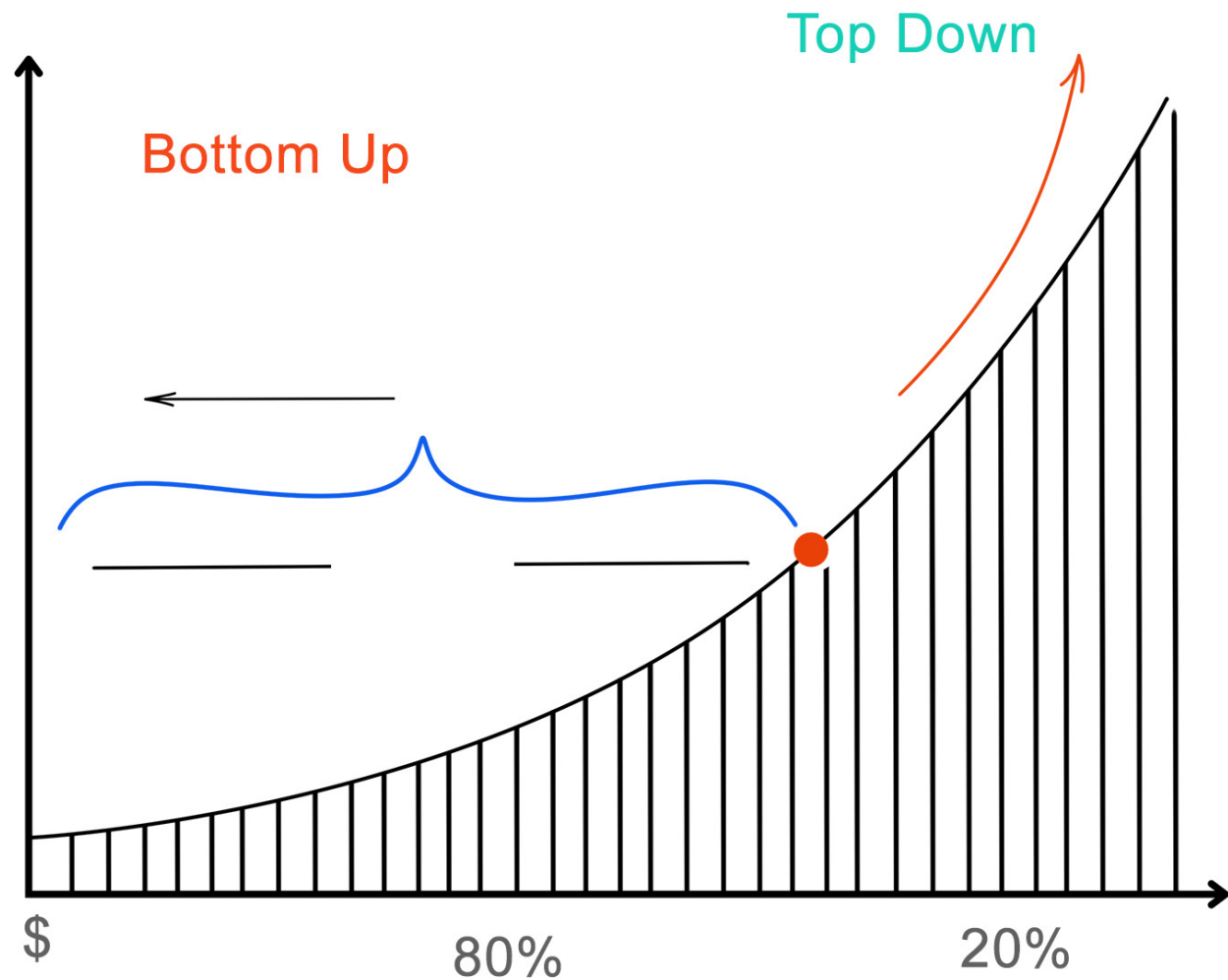
80 / 20 Rule  
Of Pricing



**100**  
customers



Need a high  
end product

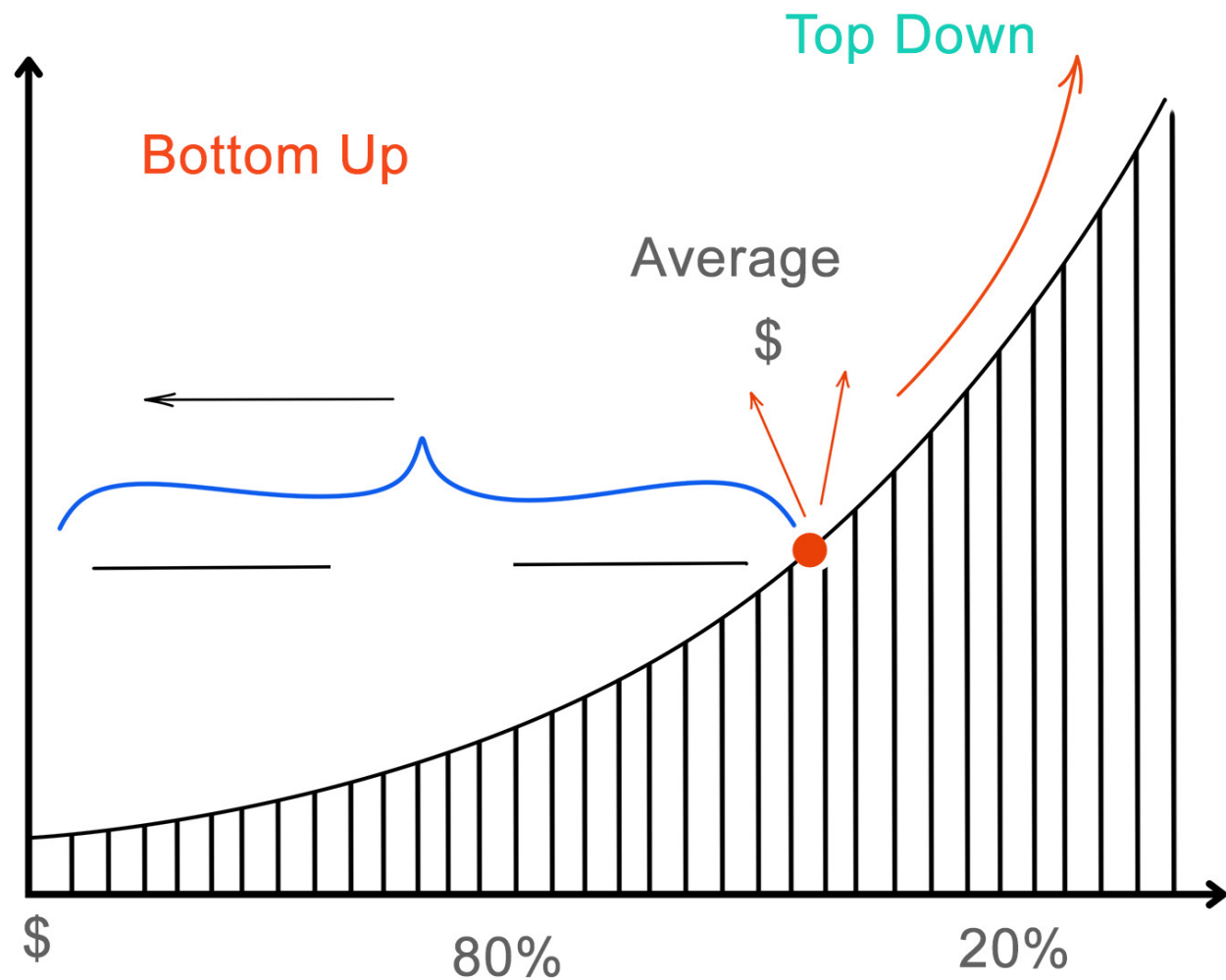


## Notes

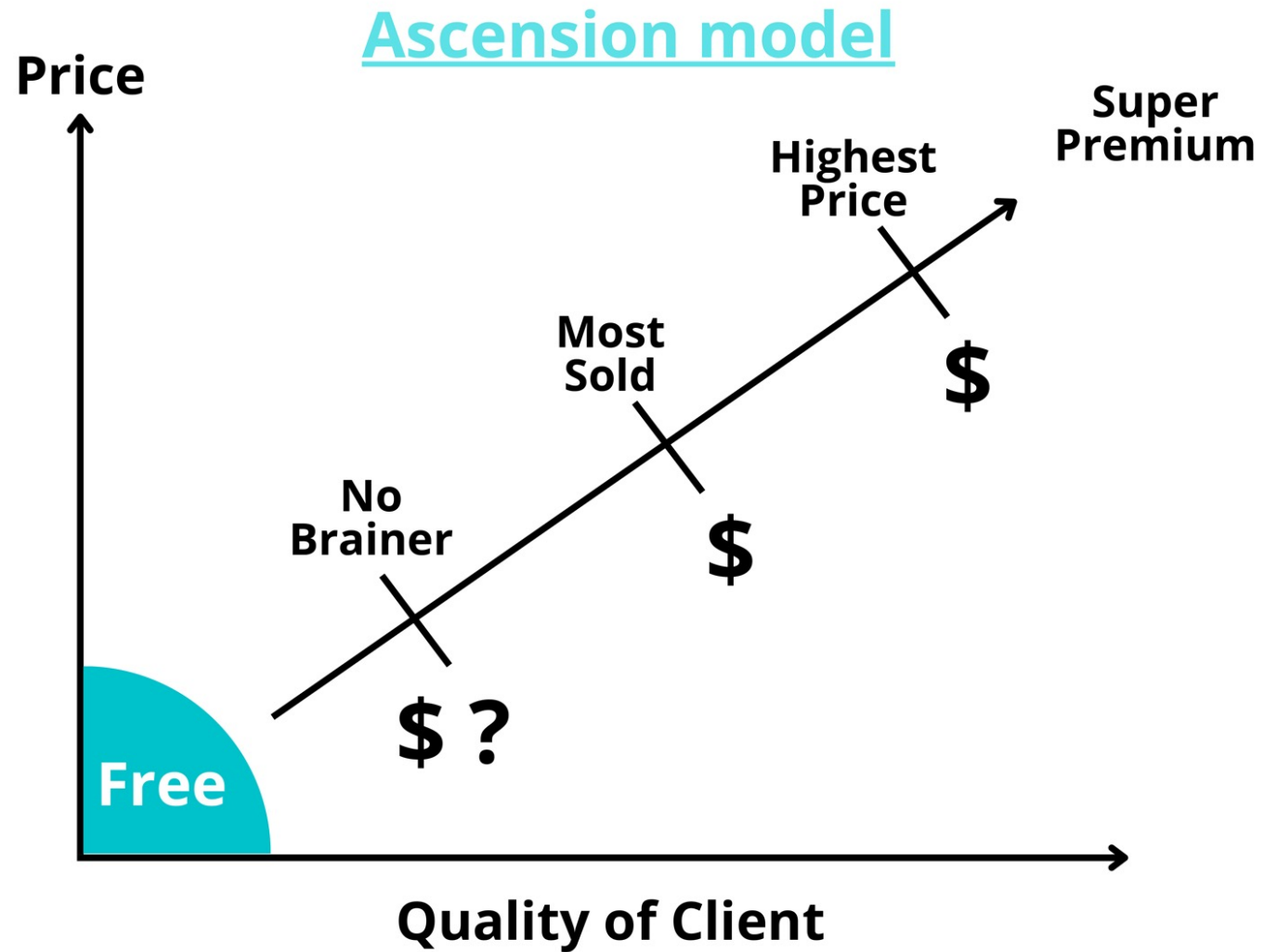




What is your  
average price  
point?



## Ascension model





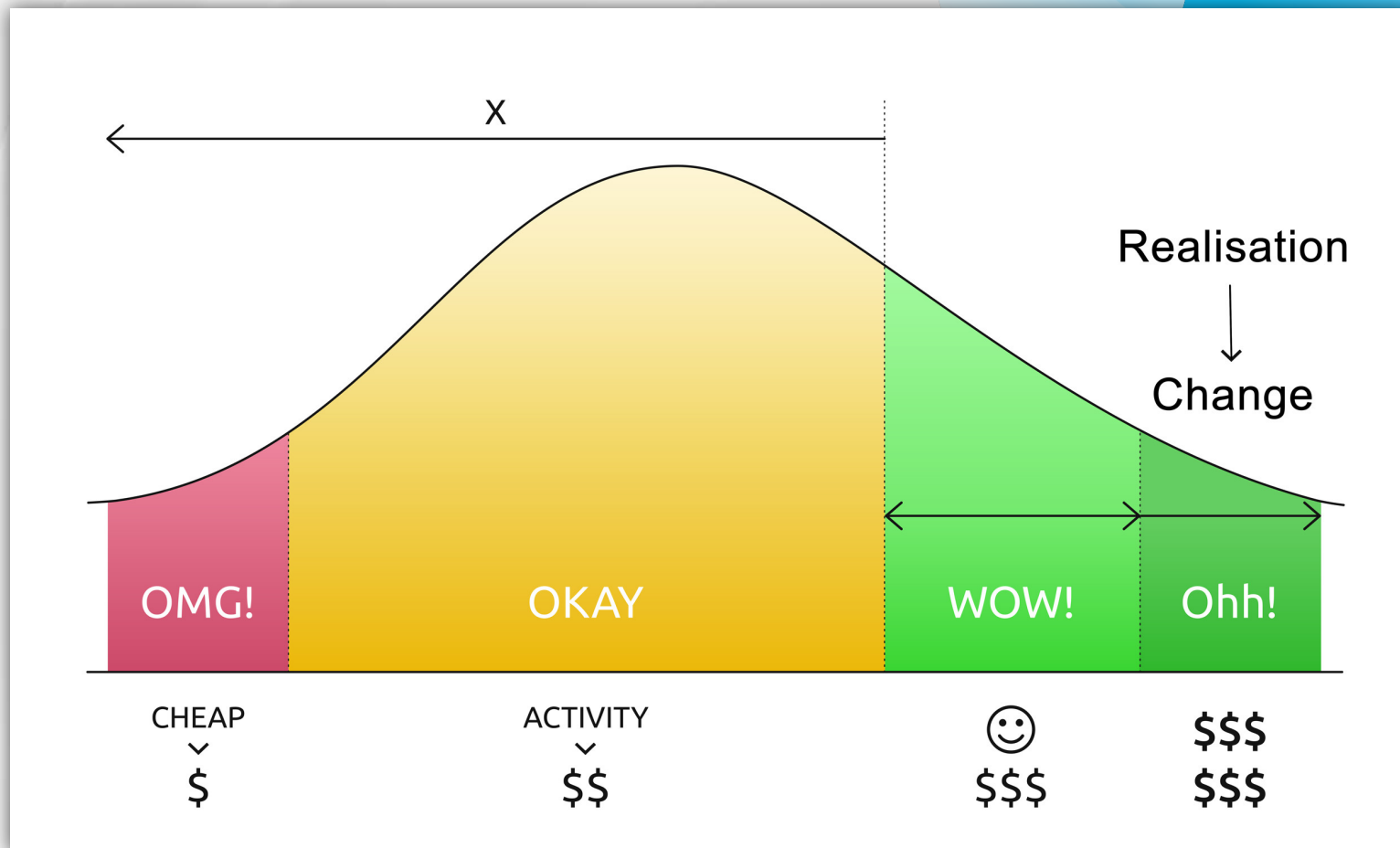
Need to find  
clients

Impact

Price



# Price spectrum



## Notes



## Notes

