

# Your Right PRICE

*A one-chapter excerpt of Unweiling the Heart of Your Business.*

**By Mark Silver**  
*Fourth-generation entrepreneur  
and Sufi spiritual teacher*

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A one-chapter excerpt from

*Unveiling the Heart of Your Business*

How money, marketing and sales can deepen your heart,  
heal the world, and still add to your bottom line.

**Mark Silver**

**BusinessHeart Press**  
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A guidebook by Mark Silver.

May the peace and love and mercy and justice of the Real be upon all  
of the holy prophets, guides, knowers, teachers, and each one of us and all  
of our hearts, so that we may become of the family of the Real.

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IN THE NAME OF THE ONE,  
THE INFINITELY MERCIFUL,  
THE MOST TENDERLY COMPASSIONATE,  
THIS BOOK IS DEDICATED TO THE FACE OF THE REAL.

ANYTHING OF THE TRUTH THAT IS WRITTEN HERE  
HAS COME FROM THE ONE,  
AND ANY MISTAKES OR OMISSIONS ARE FROM MY SELF.

# Introduction

**W**hat is it about pricing that causes so many of us to stutter. We can talk about all many of confidential and important issues with our clients, but when it comes to naming our price... gah.. gah...gah... our vocal cords seem to give out.

I've found that out of the many reasons for lost passion, and a struggling business, pricing is sometimes the simplest and most (or least) obvious answer to the dilemma.

One client I worked with had her pricing off by a mere \$10 per client, but somehow clicking into that right price, suddenly she felt a renewed sense of energy and connection.

Another client, overwhelmed and exhausted by her business, and trying everything imaginable to make it work, suddenly found that by raising her price to the Right Price, as scared as she was when she first thought about it, suddenly skyrocketed not only her profitability per client- but MORE people wanted to work with her than before.

Crazy, but pricing is an integral part of your relationship with your clients.

You want your price to not be too low, and not too high. What you need is Your Right Price. The exercise in this chapter will help you get that clarity.

In fairness, I want to let you know that this is just an excerpt from a larger work: *Unveiling the Heart of Your Business*. It was originally designed to stand-alone, and so should do that quite handsomely.

**Yet, it refers to an entire philosophy of approaching business that includes your heart. If you this chapter leaves you feeling inspired, I encourage you to check out what the rest of the Guidebook is about:**

<http://www.heartofbusiness.com/thebook>

I hope you enjoy this workbook. And, if you do, please let me know. If you have any questions, comments or insights, contact me here:

<http://www.heartofbusiness.com/contact>

with love,  
Mark Silver

*Unveiling the Heart of Your Business*  
*Section Five*

# Sacred Sales

*How to make your selling effective, full of integrity,  
and from the heart.*

Chapter Twenty-Four: What is a Sale?

Chapter Twenty-Five: The First Preparation– Crafting Your Offer

Chapter Twenty-Six: The Second Preparation– Finding  
Your Right Price

Chapter Twenty-Seven: The Third Preparation– The Details, or,  
Singing Like Sinatra

Chapter Twenty-Eight: The Sales Conversation– Connection

Chapter Twenty-Nine: The Sales Conversation– Questions

Chapter Thirty: The Sales Conversation– Agreement

(Chapters that are bold are included here. The others are available in  
the Guidebook: <http://www.heartofbusiness.com/thebook> )

*Chapter One*

## **The Second Preparation: Finding Your Right Price**

**I** have rarely seen an issue that brings up so much confusion and anxiety among business people as proper pricing. Even though you love your product and service, you may feel insecure about how to price it. You worry that it's too high, it's too low, is the product or service valued enough, what about the competition?

You get to decide how to price your goods or services. It sounds like a simple task, but I know many people spend a lot of time worrying about setting prices, wondering if they are right, or wanting to raise them, but they're scared of losing customers. Sometimes people want to lower prices but they are afraid they would betray themselves or put themselves out of business.

There are a lot of opinions out there about how to set prices. People tell you to "analyze your competition," to "do market research, including demographics, and needs assessments." You know what I say to all of that? Oy!

Comparison doesn't make the decision any easier. However, for you in a small business, detailed comparison and analysis is rarely useful or necessary. It is sometimes useful to do research and market comparisons with your "competition."

But chances are you already know the general ballpark prices for your product or service. Does knowing the ballpark make the decision any easier? Look at hairdressers, some charge \$7 a cut, and others charge

more than \$100. If you are a hairdresser, how does this comparison help you set your own price?

Research and comparison is not the answer. For the scale most of us are working on as entrepreneurs, if you listen to the truth in your heart, and not to the flights of your fears or your ego, you will land on the “right” price– the resonant price.

The key is that the price has to be authentic to you. I’ve seen people, including myself, take some pretty hard falls by trying to price themselves in nonauthentic ways. Without using your heart, market research and comparisons can lead you to a nonauthentic price for yourself– and therein lies disaster.

Authentic pricing is something we just know. We’ve all had the experience where we spent money that didn’t feel good. We pay too much for something, and we feel like we’ve been taken advantage of, and we usually know it as we’re handing the money over. And we’ve also seen when prices are set too low and make us wonder “What’s wrong here? Is there something I don’t know about?”

You have probably also bought a product or service when it just felt like a great value. You felt what you bought was a great thing, and you felt happy giving the money to the seller.

Let me give you an example:

### ***Case Study***

I had a client who was in a service business, teaching yoga and providing individual healing/yoga instruction. She fought raising her prices, scared that she would lose the clients she had.

We went through the Your Right Price exercise in my seminar, which consists of going up the scale from lower than what she was charging currently, to very much higher than the top of her comfort zone.

She saw her price needed to go from \$60 to \$75. Everyone else in the group, independently, also got that \$75 was the price that felt the best.

Then she had a moment of truth. She realized that clients had recently tipped her \$15 over her \$60 asking price. \$75 was what her clients resonated with as the right price. Her price was so much under what it should have been, that people were unconsciously paying her the “right” price. Up went her prices, no problem.

It's not just about raising your prices. Prices can be too high as well as too low.

### **Case Study**

I worked in a company under another coach who mentored me. She gave me no control over my pricing— coaching was a package; individual sessions with me, and a group coaching meeting that she facilitated. The problem was, her group package prices were a big jump for me, and I collapsed under them— I was never able to enroll many people at that price, certainly not enough to make it as a business. Her price was not — yet — my resonant price.

When I stopped working for her and went out on my own, I dropped my prices to my resonant price. My practice filled, and, before too long, my price went back up. But it went up from an authentic, resonant place, and my business has never suffered from raising my prices.

When doing an exercise like this one, it's very important to first and foremost listen to **your own heart**. The world is full of people who trusted their hearts, in the face of what all the “experts” said, and found success and happiness. The world is equally full of people who have listened to the “experts” and other well-wishers and advice-givers over their own hearts, and found themselves feeling cramped, unhappy, and unmotivated.

It is great to learn from others. However, in every business situation, the final choice is yours. I have found that it can be very challenging to hear your own heart, especially when the voices of the experts and of your own fears and insecurities are drowning it out.

### **KEYS TO THE RIGHT PRICE**

- **Get clear on how you are charging.** Is it a value-based package, is it by the hour, is it per product?

Once clear, know what your ballpark is. Find the a price that is just off the low end of your scale— low enough to make you cringe. Then, find the price that is just above the highest price you could imagine right now— high enough to make you collapse. This is your scale to take into the exercise.

- **Generally there isn't just one “right” price.** Usually it's in a range where the low end is more comfortable, and the high end is more of a

stretch. Know that you may find a range of prices that resonate to different levels. I suggest picking a number that both feels open and stretches you a bit. If you pick a price that already feels completely comfortable, it will seem too low after you charge that price for a few weeks.

- **An inauthentic price can be too high as well as too low.** This isn't a contest to see how high you can get your price. You are trying to feel the right resonant price that will open the door to the most people.
- **The best way to do the following exercise is with some trusted colleagues or friends.** It's easier to trust yourself when you see that other people are resonating with the same or very similar prices to yours.

Give yourself the time to find what your “right” price is— you might be very surprised. The exercise on the next pages will guide you.

### **Exercise: Finding Your Right Price**

If you have a lot of fears and insecurities that creep in (don't we all?), don't try to push them away; make space for them. Let yourself know that this is just a game, that you don't have to make these changes— you are just doing an exercise. While you may find afterwards that you do want to make these changes, by relaxing the stakes a bit, it helps your fears to calm down.

This exercise can be done alone, but works best in a group, because you can then experience the resonance in the price from a variety of people, and it helps you to trust it. If you are using it in a group, make sure that at the end of the exercise the person setting the price speaks first, before anyone else says what they perceived.

First, identify someone (maybe you) who will guide you through step 4.

1. Identify the range of prices, and the unit of the price.

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(Example: For a yoga class, you may be looking at a scale of \$5 (way too low for you) to \$30 (way too high for you) per student per class. For a coaching session, perhaps you are looking at \$75 to \$300 per hour, or per client. For used clothing, where there are a lot of different items, maybe you are looking at a general change of minus 20% to plus 20% increase in all prices.)

In consulting, contracting, or other value-based package deals, you can look at an individual client proposal package if your work is custom and the pricing varies each time (proposal for xyz corporation is between \$10,000 (way too low for you) and \$75,000 (way too high for you), or total package cost if it's more standardized.)

2. Begin with the Remembrance or other heart-centering exercise.

3. For the person setting the price: See an image or feel the essence of your goods or service in front of your heart.

**For others in the group:** See an image or feel the essence of the goods or service in front of the heart of the person setting the price, not yours. That way, you don't end up getting your own pricing reaction mixed in with what's right for them.

4. Now, the person who is guiding the exercise begins, starting below the lowest end of the price range, and goes up in increments beyond the high end. Trust your intuition on what increments to set. Speak the prices slowly, so each person has a chance to feel the price. If you are doing this alone, take enough time to feel each price in the scale, take your time.

Each person in the group will be bringing the number to the heart of the person setting the price. For the life coach above, the person speaking might say: "\$70 (pause) \$75 (pause) \$80 (pause) \$88 (pause) ..."

5. Starting with the person whose pricing you are working with, share the perceptions of what happened with the numbers. Sometimes people sense a knowing with certain numbers. Some people may have a feeling of expansion, or light, or a "yes." There may also be different reactions, where one number might feel more open and expansive, and then a higher one feels even better. You may have a sense that the first is for right now, and the second is one you can grow into.

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(Example: Mary, the life coach, first felt a sense of lightness and ease at \$95, which continued to feel more and more open up to \$130; then beyond that, it felt heavy and dark. Others in the group felt different things, but generally most felt an opening in the \$90-\$100 range, and most felt the closing in the \$120-\$150 range. So, the life coach felt like she could start by charging \$110- she felt excited and comfortable with that, as it was a nice raise over her current \$80 price. She also promised to check in after a month to see what the results have been.)

Enjoy your new price!

## **How do you tell clients or customers you are raising your prices?**

If you are selling products, you just raise your prices. If you have regular customers, you may send them a courtesy letter ahead of time letting them know that your prices are going up on such and such a date, perhaps giving them time to buy a supply at the old price before the deadline.

For service providers, one strategy is to charge new clients the new price, and tell current clients that they will receive their current price for a short time before the price goes up for them. And, depending on what you want, you may make yourself available to negotiate with certain clients to work something out with them.

However, what I and my clients have found, is that if you are changing your price to your resonant price, then no one squawks. In fact, the usual response my clients report is a surprised one. “They all were happy about me finally raising my prices– they had been wondering when I was going to get around to it. One person even said they didn’t want to wait until the 1st to start paying me the new rates.”

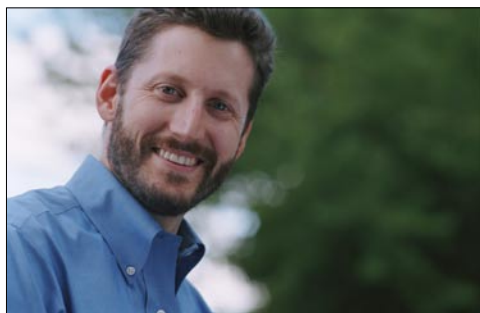
Finally, do not over-explain why you are raising your prices. You can too easily sound apologetic. If you are making excuses as to why you are raising your prices, it becomes a burden for your clients. Just be clear, and they will say “Yes.”

# Perfection is a quality of the Divine.

And I'm only human. Although several maniacal editors have lovingly poured through this book, bugs, problems, mistakes, typos, and all sorts of things can slip through despite my best efforts.

If you have a question, issue, find a problem or what looks like a mistake, let me know! It's only through each other that we can hope to experience the true Essence of the Divine, and, in the process, produce excellence.

**Go to the link below to drop me a line:  
<http://www.heartofbusiness.com/contact>**



## About the Author

Mark Silver, author of *Unveiling the Heart of Your Business*, is a fourth-generation entrepreneur, all the way back to his great-grandmother who ran a stocking factory in turn-of-the-century Poland. Running businesses is in his blood.

After several careers, including running a magazine, a distribution business, a graphic design firm, and running around on an ambulance as a paramedic, his spiritual journey connected with his journey in business, and he now integrates more than 5000 years of spiritual tradition with down-to-earth business practices.

Since 1999, he has worked with hundreds of entrepreneurs, self-employed, and small business owners, in the areas of money, marketing, systems, and just plain doing well in business. His writing and teachings are followed by people in small businesses around the globe.

One of his earliest forays into business systems was a meticulous inventory of his Hallowe'en candy at age 8. The upside was that it prevented previously untraceable loss (his parents could no longer sneak chocolate.) The downside was that he was more attached to counting than to eating, and still had some candy, long since stale, remaining next August.

When he isn't involved with spiritual business healing, he loves spending time with his wife, Holly, who is also his best friend, and usually there is a cat or two around. When he gets out from behind the screen of his iMac, he's either baking in the kitchen, on his bicycle, or on the golf course—his latest maddening hobby that he's loving or hating, depending on his swing. On Sunday nights you can find him making Remembrance with a bunch of other oddly-dressed Sufis.

He invites you to share what Heart of Business™ has given you, by recommending the free excerpt of this book, *Getting to the Core of Your Business™*, to your friends and colleagues. They can find it online:

<http://www.heartofbusiness.com>

WHEN YOU WANT TO MAKE A DIFFERENCE,  
BUT NEED TO MAKE A PROFIT.™

**You *will* find your Oasis.**



**If you haven't already...**

You've just read an excerpt of *Unveiling the Heart of Your Business*. If it has inspired you, I encourage you to get the complete guidebook.

It's much more than a book. It also includes:

- **Three hours of audio** excerpts from Heart of Money and Focus on Marketing programs.
- **Several of the BusinessHeart interview series** with experts who have unusual and refreshing approaches to critical business topics
- **Master Mind from the Heart ebook: Breaking isolation and creating momentum in your business.**
- **Unveiling Your Jewel audio program.**
- **Heart-centered Goal Planning audio program.**

**To see if it's for you, click here:**

**<http://www.heartofbusiness.com/thebook>**

# But wait, there's more...

The Sufis have a saying: "Be the earth for your brothers and sisters. Hold them up as they walk their path." This is something we do for each other, because none of us is self-sufficient.

If this book inspired you, and you want more, I would love to be the earth for you. Here are some of the ways we can work together:

## **The Heart of Money Transformational Journey™**

In eight 90-minute sessions over four months, you can transform your relationship with your finances, forever. When you are ready to finally have a healthy, abundant relationship with your finances, join me for this Transformational Journey™.

<http://www.heartofbusiness.com/money/transformationaljourney.htm>

## **Focus on: Marketing™**

Marketing can be enjoyable, authentic, full of integrity, and effective. This class will take you there. Join a dynamic group of like-minded business people, led with expert facilitation and guidance.

<http://www.heartofbusiness.com/marketing/focusonmarketing.htm>

## **The Organic Business Development Program™**

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<http://www.heartofbusiness.com/obdp>

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Do you need a lively, engaged speaker with a ton of experience, who can easily integrate an accessible yet profound spiritual approach with down-to-earth practical business skills? Keynotes, breakout sessions, tele-conference calls. Contact me, and we can talk:

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