

KBB PRO WEEK #5 ASSIGNMENT

Pricing Your Mastermind

We Recommend You Complete This Entire Assignment To Better Serve Your KBB Pro Experience!

You did AMAZING in Lab, your Mastermind is DONE and now it's time to keep your momentum GOING!! As we walk you through your Post Trainings continue to implement what you've already learned and remember to utilize the Facebook Group with ANY questions you have. Until your Mastermind is launched and your seats are filled with paid participants there is work to be done so let's keep moving!

****Please fill out all items marked in BLUE font**

What is Your Time Worth?

Fill in this sheet as you follow along with the training to help you define how much your time is worth so you know where you should be spending it :)

Annual Revenue Goal: _____

Desired # of Days worked per week: _____

Desired # of Weeks worked per year: _____

Desired # of Hours worked per day: _____

ARG/#Weeks/#Days/#Hours = Your Hourly Rate _____

Mastermind Market Value

One of the best tools in determining the price point of your Mastermind is assessing what others are charging in your industry. Identify 3-5 Mastermind type experiences in your field to help determine a range of value for yours.

Ex: Name/Industry/Format/# of Attendees/Investment \$\$

Ex: XYZ Mastermind - Personal Development - 2 Day Virtual Workshop - 10-20 people - \$1500

1. _____
2. _____
3. _____
4. _____
5. _____

Your Mastermind Price Point

The sweet spot for pricing your mastermind is a blend of market value and your personal belief of what it's worth. In order to authentically sell it you must have certainty in what you believe its value is.

Using the exercise from the training identify the following investment points:

1. **Your Peak Price Point:** _____
2. **Your Safe Price Point:** _____
3. **Your Edgy Price Point:** _____

The Investment for your Mastermind is: