

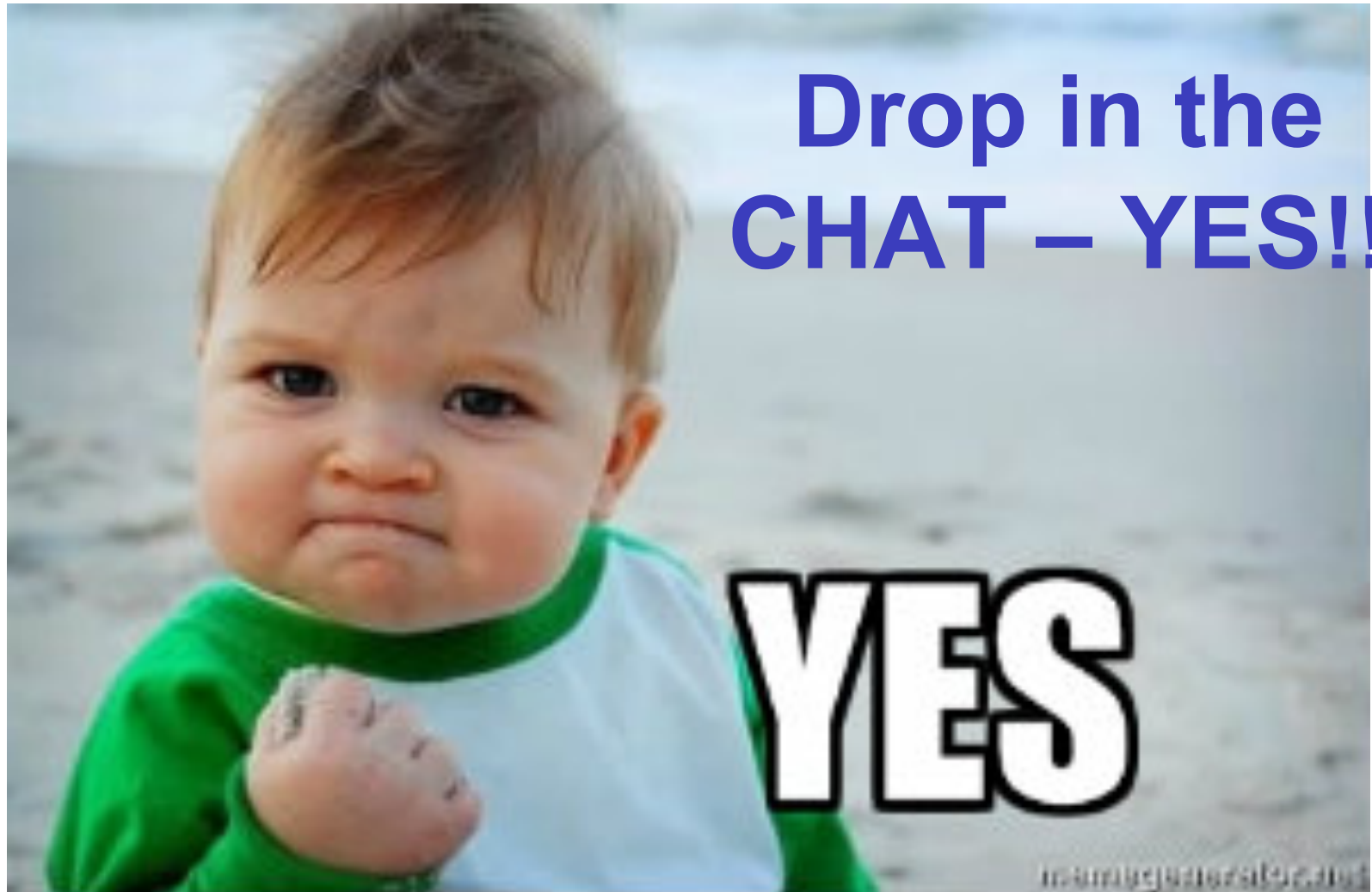
# “Pricing For Profits”



*Katrina Sawda*

**Helping Entrepreneurs  
to Make More Money  
Doing What You Love!**

**Who wants to enjoy a consistent smooth-running moneymaking business?**



# Today I'm Going to Cover 4 Things:

1. The 5 types of offerings you want to offer
2. How to 'crunch the numbers' & show value
3. How to sell high end or higher\$ programs
4. When to offer what to whom

Katrina Sawda

# What's the BIG Picture...

## *Katrina Sawa's* 8 Secrets to a Consistent Money Making Business

### JUMPSTART YOUR MARKETING

**1** KNOW YOUR BIG PICTURE VISION, YOUR GOALS AND BELIEVE IT'S POSSIBLE!

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**2** DEVELOP THE RIGHT PRICING AND OFFERINGS FOR YOU AND YOUR IDEAL LIFESTYLE



**3** EXUDE MASSIVE CONFIDENCE TO ATTAIN POSITIVE EXPERT POSITIONING

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**4** IMPLEMENT SMART, CONSISTENT, YET EVER-EVOLVING MARKETING PRACTICES

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**5** ENLIST SYSTEMS, STRATEGIES AND TEAM TO STAY ORGANIZED

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**6** EMBRACE THE RIGHT TECHNOLOGY TO MAKE YOUR LIFE EASIER

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**7** SUSTAIN A POSITIVE MONEY MINDSET WITH SWIFT MONEYMAKING DECISIONS

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**8** DON'T SETTLE FOR ANYTHING LESS THAN 100% PERSONAL HAPPINESS, LOVE AND SUPPORT



**KATRINA'S  
AWARD  
WINNING  
BOOKS!**



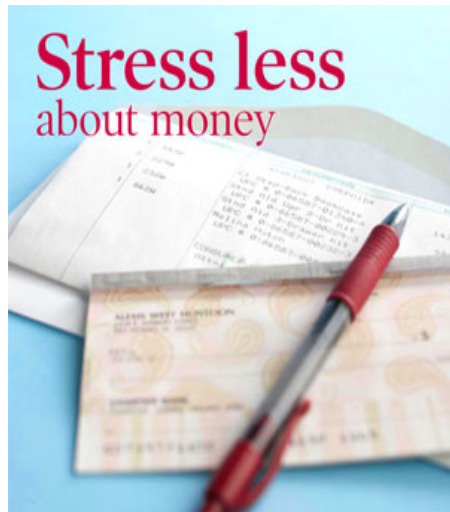
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# What Motivates You?



Katrina Sawda

# Get Excited About Making More Money!!



*Katrina Sawda* **JUMPSTART MARKETING**

### "Need Number" Worksheet:

This worksheet will help you figure out how much money you need to make each month so you know what to set your money goal for in your business. Include everything you see think of that you need to pay for each month, personal and business and most importantly include things you know you need but aren't yet paying for (such as a new computer, shipping fees, membership in a networking group or organization, marketing materials, an excellent new website, search, training program, etc.). These will be critical to your success.

MONTHLY EXPENDITURE (for entire household):	FEE OR COST PER MONTH (Divide annual fees):
1. Mortgage / Rent	1. _____
2. Vehicle payment (lease/loans etc.)	2. _____
3. Car / Home / Life Insurance	3. _____
4. Gas	4. _____
5. Medical Insurance / Dental / Other	5. _____
6. Other Medical / Prescriptions / Co-Pays	6. _____
7. Utilities - (ELEC) (GAS)	7. _____
a. PG & E (Gas)	8. _____
b. Television	9. _____
c. Cable	10. _____
d. Internet	11. _____
e. Health / Other	12. _____
f. Other _____	13. _____
8. Phone - (Home / Landline)	14. _____
a. Cell phone (s)	15. _____
b. Other _____	16. _____
9. Groceries	17. _____
10. Eating Out	18. _____
	TOTAL PAGE ONE \$ _____

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## Grab the Need Number Worksheet!

[www.JumpstartYourBizNow.com/NeedNumber](http://www.JumpstartYourBizNow.com/NeedNumber)

*Katrina Sawda*

**IT'S TIME TO WAIVE THE MAGIC WAND!**  
**DESIGN THE BUSINESS YOU WANT**  
**AROUND THE KIND OF LIFE YOU WANT TO LIVE**



*Katrina Sawda*

# Share Your Big Money Goals if You're Comfortable *in the Chat*



Katrina Sawva



# A Little About Me...

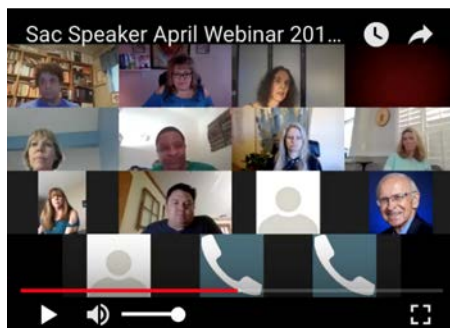


Katrina Sawka

# The Official Stuff...

- 18+ year award-winning, very broad expertise type coach
- **Built my biz from nothing but networking and follow up**
- I'm going to make this **easy & FUN** for you to do
- Earning **consistent multiple six-figures** since 2008!

## AS SEEN ON



*Katrina Sawwa*



# I used to be where many of you are today:

- In a job I hated
- In an unsupportive marriage
- Wasted money and time with the wrong things/people
- Working way too hard and too many hours, burned out
- Not having balance in my life
- Thinking that “I’m smart, I can figure it out on my own”

**I had NO idea I’d have clients all around the world when I first started!**

The logo for Katrina Sawva features the name 'Katrina Sawva' written in a red, cursive script. A small orange heart is positioned above the letter 'i' in 'Katrina'.

# Oh YES! I've Had Roadblocks Too!

support  
Loved Ones

Cash Flow

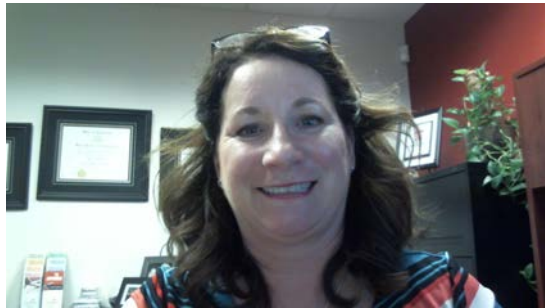


Surgeries

Deaths

Katrina Sawwa

# I Also Have an Amazing Team! (#5)



## #2 Develop the Right Pricing & Offerings

**So, What Do  
You Sell?**



*Katrina Sawda*

# BUSINESS MODELS

CHOOSE THE ONES THAT WORK FOR YOUR TYPE OF BUSINESS, YOUR LIFESTYLE AND YOUR CLIENTS TO ACHIEVE THE HIGHEST REVENUE POSSIBLE IN THE PROCESS.

## NO-LOW RISK NO-LOW ACCESS

Free Stuff, no risk,  
no opt in

The "Freebie", low  
risk to entry optin

Low-end Membership  
or Recurring Program

Print Book or eBook

## MEDIUM RISK SOME ACCESS

"Easy YES Offer" or  
Try Me Out

Do-It-Yourself  
Course or Product

Live Group program  
(start stop date)

Multi-day Enrollment  
Event

## HIGH RISK HIGH ACCESS

One-On-One

High-end Fulfillment  
Retreat/Event

Mastermind Group  
or Program

Certification  
Program or CEU

VIP Day - 1on1  
or Group

*Which will  
You Offer?*



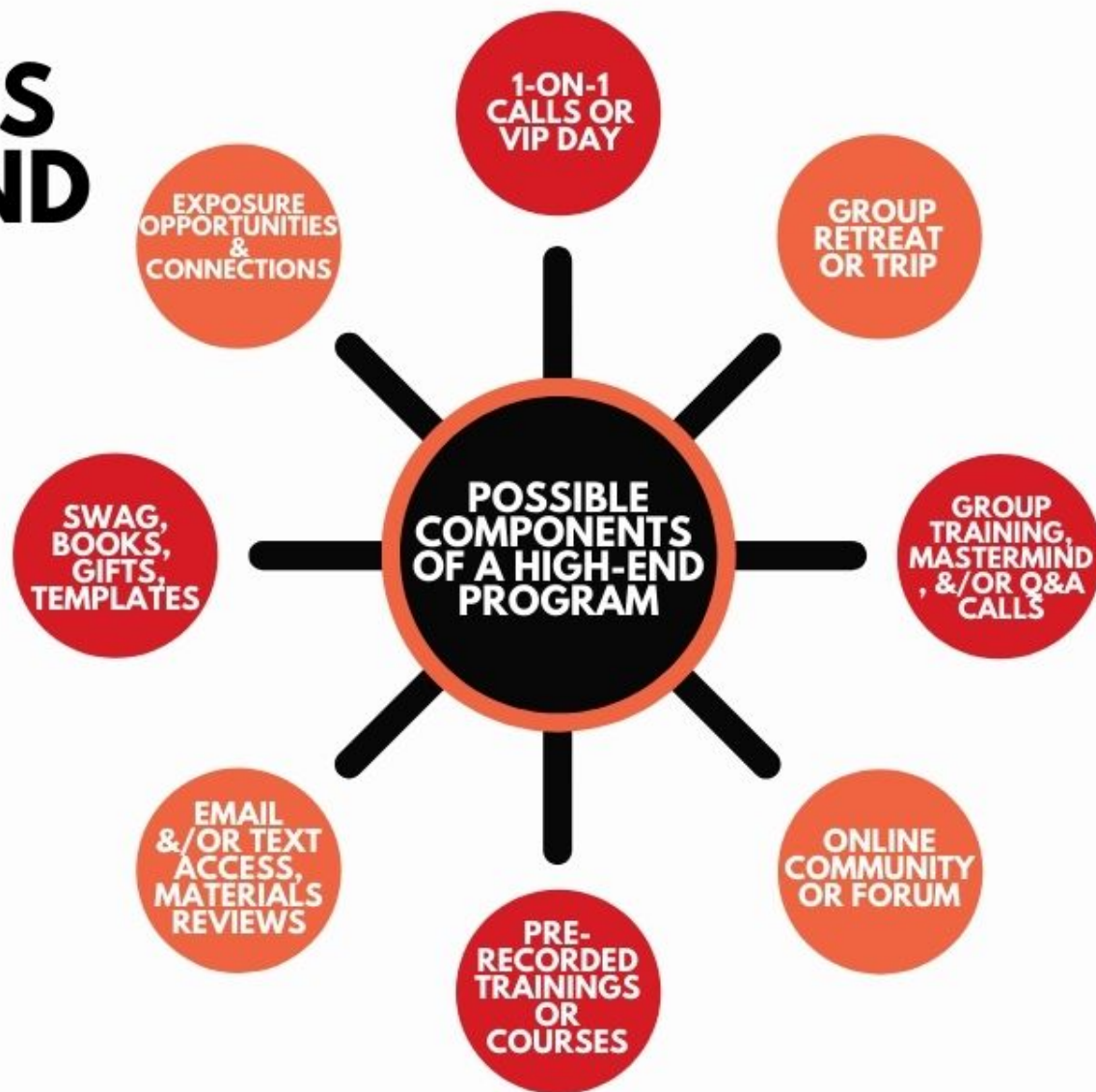
# POSSIBLE COMPONENTS OF A HIGH-END PROGRAM



PICK AND CHOOSE WHICH YOU WANT TO OFFER AND JUST CREATE A PROGRAM!

IT'S THAT SIMPLE REALLY.

IF YOU DON'T CREATE A HIGH-END PROGRAM, YOU'LL NEVER SELL A HIGH-END PROGRAM.

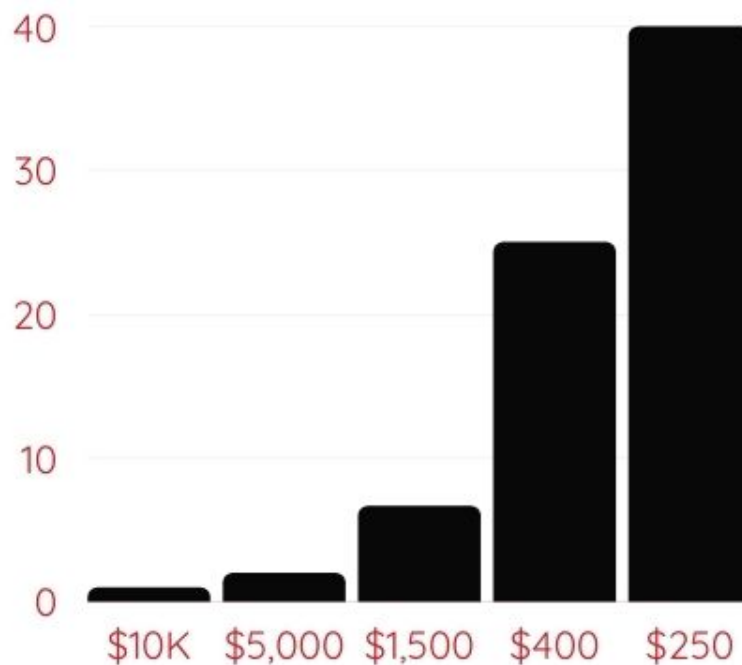




A LOOK AT YOUR POTENTIAL

# SALES NUMBERS

& WHAT YOU HAVE TO SELL TO MAKE \$10,000/MONTH



## # OF SALES

you have to make by  
price point per month  
OR of course you can  
have a combo of  
these sales too.

Developing Your Smooth-Running, Consistent Moneymaking Business Machine

# 8 SALES STRATEGIES

TO CLOSE MORE SALES MORE OFTEN

## 1 The "This or That" Close

When you offer two really good options at totally different prices, &/or learning styles

## 2 The "Takeaway" Close

When you suggest this might not be right for them and 'de-sell'

## 3 Sense of Urgency

When you share exclusivity or limited time or number of spots

## 4 Assume the Sale

When you act like "of course they're signing up" and get surprised if they decline.

## 1. The "This or That" Close

5. Consistent Trial Closes

8. Start High End Low

2. The "Takeaway" Close

6. Buy Now Incentives

7. Fear of Loss

3. Sense of Urgency

## Consistent Trial Closes 5

When you keep asking questions they say yes to it gets them comfortable saying yes

## Buy Now Incentives 6

Offer fast-action bonuses and extras

## Fear of Loss 7

When you make them have FOMO if they don't enroll

## Start High, End Low 8

Offer your highest \$ option first, show value and reduce from there to lower end offerings as needed

CLOSE MORE SALES

# WHEN TO SELL WHAT

A guide to determine which events and situations to offer or sell which types of programs, products and services. A general guideline for which pricepoints are good when.



**Most Entrepreneurs Get  
Uncomfortable  
Stretching Themselves  
and Give Up**



*Katrina Sawda*

# 3 Steps to Take Now!

1. Register for my upcoming Jumpstart Your Biz Virtual Workshop! It's 50% off today!  
[www.LiveBigEvents.com](http://www.LiveBigEvents.com)
2. Come talk with me 1on1 and let's see what's possible for you: [www.AskKat.biz](http://www.AskKat.biz)
3. Do nothing and continue on like you are now... OR raise your rates and see what happens!

Katrina Sawda

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APRIL 28, 29, & 30 - \$77 TODAY!**

*A Virtual Experience*

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**April 28, 29 & 30, 2021**

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My Help

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