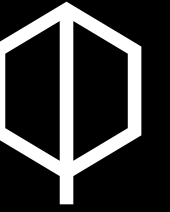


# how to: price your work

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PRICING DOESN'T HAVE TO BE COMPLICATED.



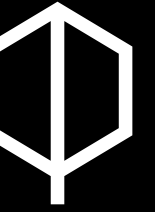


# this is not a pricing template

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YES, WE HAVE A MODEL FOR YOU TO FOLLOW - IF IT WORKS FOR YOU.  
BUT THIS ISN'T JUST A PLUG AND PLAY TEMPLATE.  
PRICING ISN'T ABOUT A FORMULA.

THIS IS NOT A PRICING TEMPLATE.



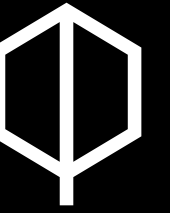
# this is about philosophy

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WE AREN'T QUOTING ARISTOTLE.

YOUR PRICING PHILOSOPHY IS THE FOUNDATION OF HOW YOU GET PAID.  
PHILOSOPHY IS THE "WHY" IN YOUR "HOW-TO".

LET'S BREAK IT DOWN TOGETHER.



# venn diagram

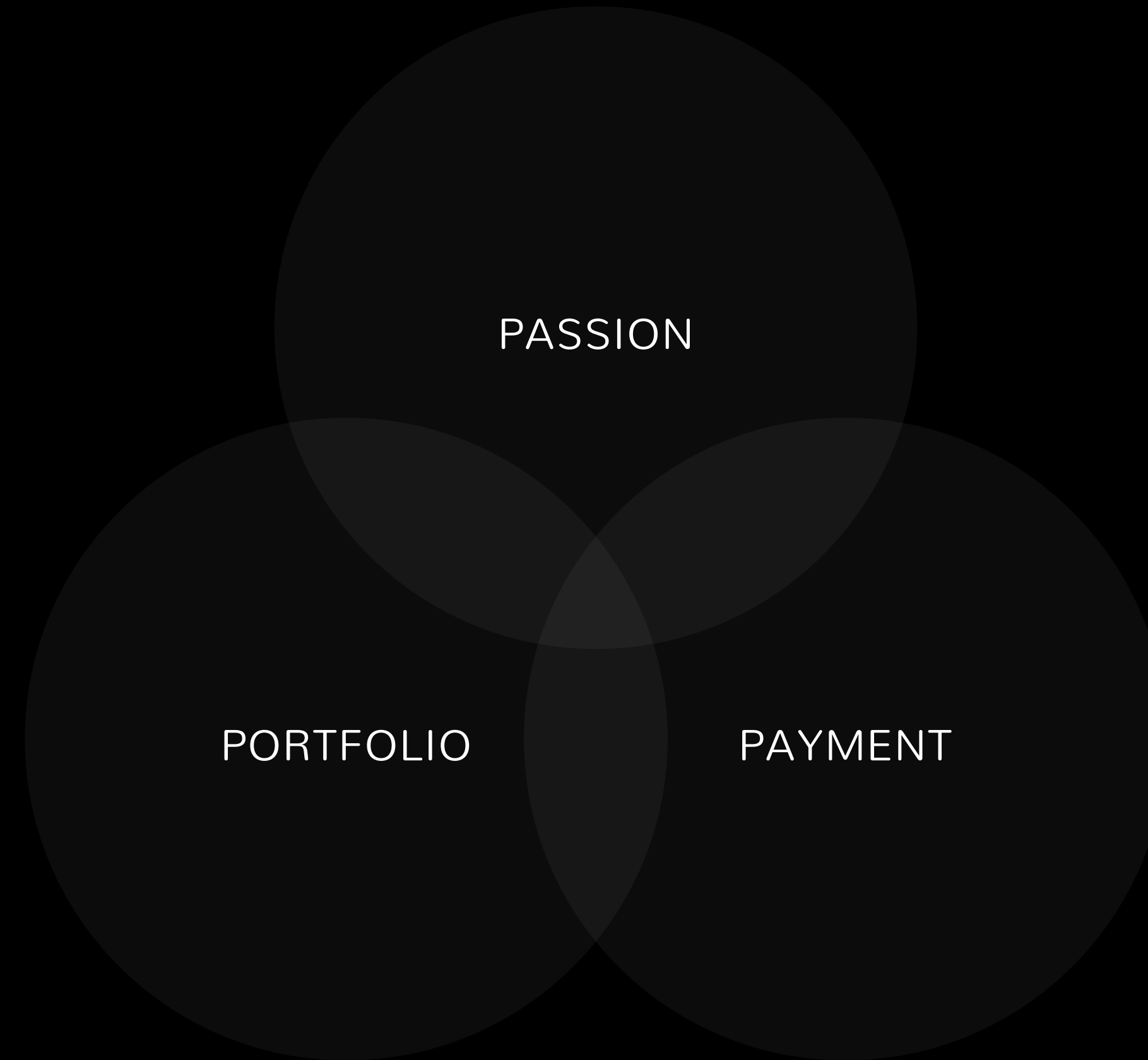
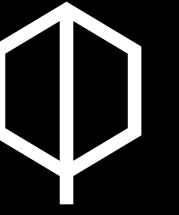
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WHEN WE CONSIDER TAKING ON CLIENTS, WE LOOK AT 3 MAIN FACTORS TO DETERMINE IF THAT CLIENT IS A GOOD FIT FOR US.

AND NO, THIS ISN'T ALL ABOUT MONEY.

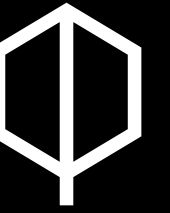
WE LOOK AT THESE THREE THINGS:  
PASSION. PORTFOLIO. PAYMENT.

LET'S TAKE A LOOK.



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POTENTIAL CLIENTS - VENN DIAGRAM



# passion

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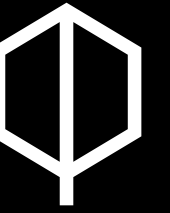
THERE'S A REASON THIS IS ON TOP. FOR GERMINATION LABS, THIS IS THE MOST IMPORTANT PIECE OF THE VENN DIAGRAM THAT WE USE TO DETERMINE IF WE ON-BOARD A NEW CLIENT.

IF WE AREN'T EXCITED ABOUT THE PROJECT, OUR WORK WILL REFLECT THAT.

IF WE CAN'T STAND BEHIND THE CLIENT AND THE WORK THEY DO, WE WON'T SLEEP AT NIGHT.

FOR US, PASSION IS THE DEFINING FACTOR TO WHETHER OR NOT WE'LL CONSIDER WORKING WITH A NEW CLIENT.

PASSION



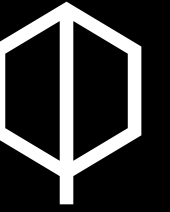
# passion check list

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- \_ DOES THE CLIENT REFLECT YOU OR YOUR VALUES?
- \_ WHAT KIND OF IMPACT IS THE CLIENT MAKING IN THE COMMUNITY?
- \_ DOES THE CLIENT MAKE A POSITIVE CHANGE FOR THEIR TRAGET AUDIENCE?
- \_ IS THE CLIENT KNOWN FOR THE VALUE THEY PLACE ON PEOPLE?
- \_ WOULD YOU FEEL GOOD ABOUT HELPING THIS CLIENT BECOME MORE SUCCESSFUL?
- \_ IF THIS CLIENT TOLD OTHERS YOU WORKED WITH THEM, WOULD YOU BE EXCITED?
- \_ WOULD YOU BE PROUD TO TELL YOUR OTHER CLIENTS THAT YOU WORK WITH THEM?
- \_ WOULD THIS BE A CLIENT YOU'D BE EXCITED TO TELL YOUR MOM ABOUT?
- \_ IF YOU DIDN'T LAND THIS PROJECT, WOULD YOU BE DEVASTATED?

PASSION





# want more?

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THERE'S A LOT MORE WHERE THIS COMES FROM.  
WANT TO BE THE FIRST TO KNOW WHEN THE FULL "HOW TO PRICE YOUR WORK"  
GUIDE IS AVAILABLE?

WE JUST NEED YOUR EMAIL ADDRESS.

[JOIN THE EMAIL LIST](#)