

# The Pricing Decision Matrix

*With Amira Alvarez*



Before raising your prices, you have to come to a place of clarity and confidence in your decision to do so, then create a plan for how you'll get there!

This worksheet will help you get clear on everything you need as you move forward on raising your prices and making bank in your business. :)

I've purposefully kept this straightforward and simple. Please listen to the full training here to follow along with the full teaching.

1. **Do you want to make more money?**

Yes  No

*Asked another way, are you not making as much money as you would like?*

Yes  No

2. **Are you resentful of your clients, or the time that you're spending in your business?**

Yes  No

*If you answered yes, that level of resentment is a great indicator that you are not getting paid enough for what you're doing!*

3. **Can you scale to the level you want with your current offerings at their current price point without being overworked, overwhelmed, or burnt out?**

Yes  No

*If you haven't done the math on this, use our [easy math spreadsheet](#) to evaluate if scaling with your current offerings, pricing, and time is mathematically possible. Our **"Make Love to The Numbers"** training and spreadsheet is available for free in the guides section of our [Facebook group: Be Unstoppable!](#)*

4. **Are the people in your life telling you that you should raise your pricing?**

Yes  No

(Especially your mentors, coaches, colleagues, Mastermind sisters, and others who want the best for you in your business and **are also people who have done what you want to do in business**. You want to be taking advice from people who have done what you want to do, not those who haven't, including your well-meaning friends and family.)



5. **Do you feel scared to raise your prices, but also a big sense of excitement underneath the fear?**  Yes  No

*If your answer is yes, this is where you need to have courage and go for it anyway!*

6. **How are you going to raise your prices?**

*There are three ways to approach this:*

- The gut check (aka the divine download).*
- Do the math and adjust for belief.*
- Raise your prices incrementally according to plan.*

Which of these methods and what about them calls to you? Which strategy will you implement? Make sure to listen to the full training on this.

7. **Are you willing to be persistent, move through your blocks, and change how you're showing up in this world?**  Yes  No

8. **On a scale of 1 to 10, how much risk tolerance do you have over time?** There's always going to be tension in the growth! Can you stay in that discomfort?

1 2 3 4 5 6 7 8 9 10

9. **On a scale of 1 to 10, what's your "coachability factor"?** Are you willing to get help as you move through the emotional discomfort that comes up?

1 2 3 4 5 6 7 8 9 10

10. **On a scale of 1 to 10, how comfortable and knowledgeable are you about sales?** If you want your income breakthrough, you have to master sales!

1 2 3 4 5 6 7 8 9 10

11. **On a scale of 1 to 10, do you see yourself as worthy of that additional price level and that additional income?** How are you valuing yourself? Dig deep here.

1 2 3 4 5 6 7 8 9 10

12. **Are you able to make a decision and not back out of it?** (There might be course correction, but that doesn't mean you can flip flop!)

1 2 3 4 5 6 7 8 9 10

**13. Are you willing to accept the truth about yourself and get leverage over your subconscious programming? And do you know HOW to do this?**

1 2 3 4 5 6 7 8 9 10

If you answered a majority of the questions as a yes or chose 7 or higher on the majority of the 1-10 scales I have exciting news for you!

**IT IS TIME TO RAISE YOUR PRICES!**