Raise Your Prices Without Losing Customers

THE BIG IDEA

Price follows value. Before you cut a price or fear raising one, make the offer worth more. Build it so good that people feel stupid saying no.

Part 1: What makes people pay more

Four things set how valuable your offer feels.

01 **A bigger result.**
People pay more for the outcome they want most, not for the task.

02 **A surer result.**
Proof they will get it. A surgeon with 10,000 five-star reviews beats a first-timer.

03 **Faster results.**
The shorter the wait between paying and getting, the more people pay.

04 **Less effort.**
Whatever you take off the customer's plate is worth money.

05 **Real scarcity and urgency.**
Limited spots and real deadlines add value. Only use them when true.

> "Make people an offer they'd feel stupid saying no to."
>
> Alex Hormozi

Part 2: How to charge more

They raised one client's prices 10x without changing the service.

01 **Test the offer.**
Ask: would they feel stupid saying no? If not, improve the offer before dropping the price.

02 **Find your best customers.**
One company lost 85% of customers in 3-4 months. The other 15% bought the top package and stayed.

03 **Serve those people on purpose.**
They spoke directly to that one group. Response rose and they raised prices 10x.

04 **Rearrange what you already do.**
Repackage what you do well for one specific customer. It's often the same work, valued far higher.

05 **Pick one main offer.**
Fold small add-ons in as free extras instead of selling them cheap.

DO THIS WEEK

- ☐ List your 10 best customers. Write down what they have in common.
- ☐ Rewrite your main offer: result, proof, speed, ease. One line each.
- ☐ Raise the price on your next few new quotes and track yeses.

Ask weekly: Would my best customer feel silly turning this down?

Source: Alex Hormozi, *MoreMozi*, "How To Charge 10x More for the Same Product"; Alex Hormozi, "Your Price Is Too Low and It's Hurting You"