



## Price Yourself Right: A Guide to Charging What You re Worth (Paperback)

By Jane Francis

iUniverse, United States, 2006. Paperback. Book Condition: New. 226 x 138 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Inspiring and packed full of tips. Gets you excited about charging what you re worth. -Linda McDermott, author of How to Get Free Publicity! Are you self-employed and lacking the confidence, skills, or knowledge to charge what you really want and deserve? Have you been so keen to win business that you slash prices and give away most of your profits? For those who have unwillingly undercharged or felt annoyed when someone less competent earns more, then Price Yourself Right is the definitive tool needed to help overcome these self-imposed limitations. This practical guide will help demystify the art of pricing by addressing the fundamental issues that most marketing texts or self-help books don t mention. Price Yourself Right discusses the following essential topics: Mental pitfalls to charging what you re worth Gaining insight into your customers money mentality Practical skills needed to charge what you are worth Motivation to price yourself right Pricing issues and asking for money can be an emotional maze-but you re not alone in wondering how to overcome it. Let Price Yourself...



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