

# designer admin.

## Pricelist

### SPEAKERS

Sarah L

00:07

So, the first step in my onboarding process is a price list. This is usually my first touch point with a potential client. And they'll either email me or query directly, which I respond to with my price list attached, or they'll download it directly from my website. So this is the price list template, I developed that designer admin. It's based off the priceless template I use in my business slinky did it, which I've also included as a download below. So what do I include in my price list? Firstly, I introduced myself and my business upfront. This is a chance to appeal to your ideal client, and make them feel like you're the only client they want to work with. Make it personal, show what makes you special, then clearly break down your packages and prices so your client has options to choose from. Having your prices available means that your client is prepped for your fees before your discovery call. Meaning that you're going to eliminate people who can't afford to work with you. And you don't have to overthink what you're going to charge when it comes to putting together your fee proposal. I also include an add on or ala carte menu, so clients can choose additional add ons for their projects. This just exposes potential clients to the other services you offer. Because you never know when there's going to be opportunity for upsell and clients may not know or be aware the offer additional services. Also, make sure you use your priceless to show off your design skills, experience and expertise. I include pages to show off my experience and include client testimonials. It also provides just a bit of a visual breakout for an otherwise pretty dry document. Lastly, you want them to take the next step. So make sure you include a call to action, ideally to book a discovery call with you. And that's it. Now it's time to review and set up your priceless document