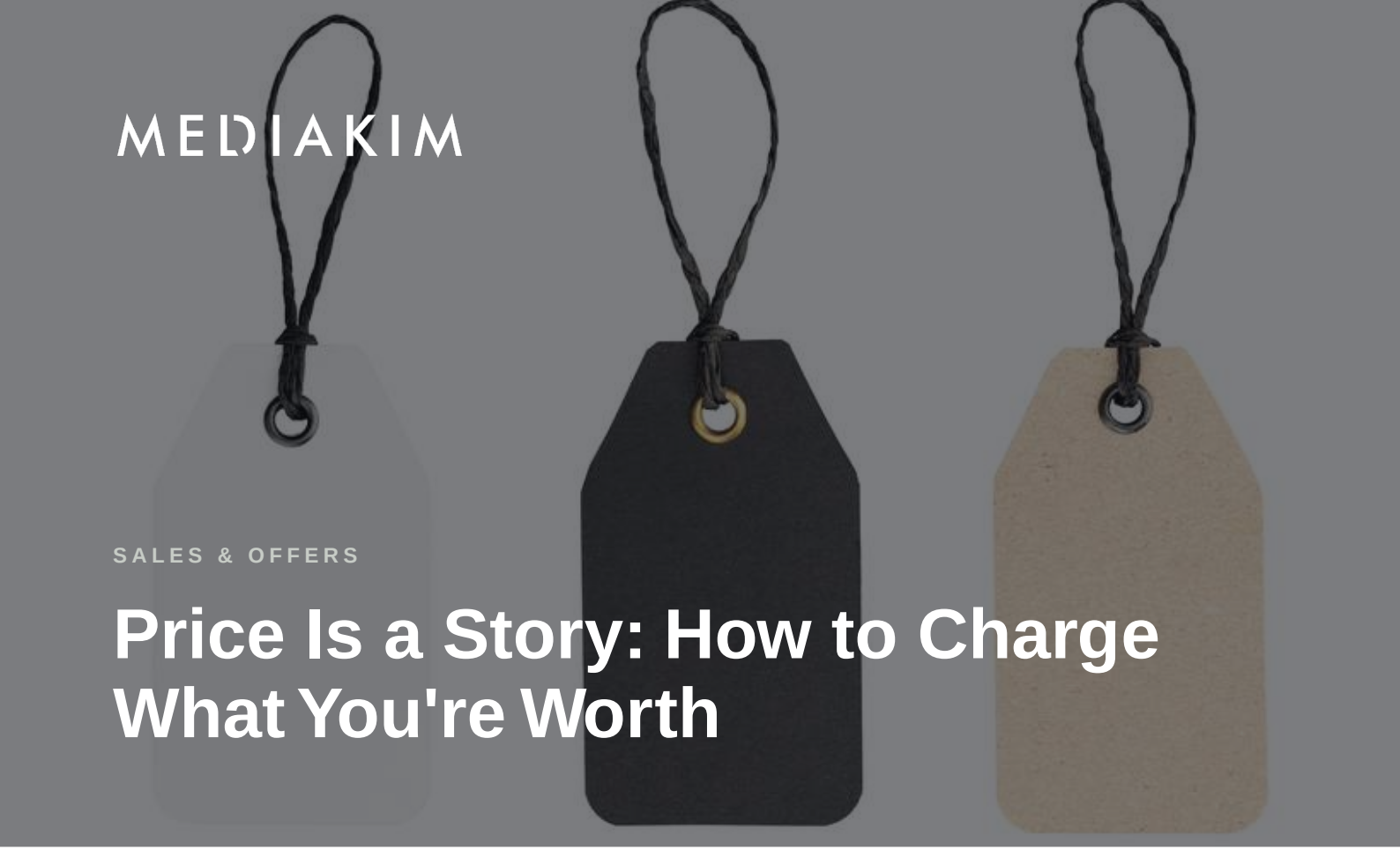
MEDIAKIM



SALES & OFFERS

Price Is a Story: How to Charge What You're Worth

Price is not just a number — it is a message about value. If you are afraid to charge properly, the problem usually lives in the story, not the spreadsheet.

A MEDIAKIM INSIGHTS RESOURCE PACK

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Price is the most misunderstood number in business. Founders treat it as a maths problem — costs plus a margin — when it is really a story problem. Your price tells the customer what to expect, what you think you are worth, and how confident you are. Underprice, and you are not being generous; you are quietly telling people your work is not worth much.

Cheap is a signal, and not the one you want

Customers cannot fully judge quality before they buy, so they read price as a clue. A suspiciously low price does not just mean less money for you — it can actively undermine trust, signalling cut corners or low confidence. Premium pricing, backed by a premium experience, signals the opposite: this is serious, and worth it.

> **“Price is what you pay. Value is what you get.”**
>
> **— Popularised by Warren Buffett**

Sell value, not hours

The trap is pricing your time instead of your outcome. Nobody actually wants a logo, a website, or ten hours of your week. They want the result those things produce — more credibility, more customers, more confidence. Frame the price against the value of that result, and a number that felt high suddenly feels obvious.

FIGURE

Charge against the value you create — the dream outcome and its likelihood — not the hours you spend.

Practical ways to tell a better price story

- Anchor high: present your best, fullest option first so everything else feels reasonable.
- Bundle outcomes, not tasks: sell the transformation, not a line-item invoice.
- Show the cost of inaction: what staying the same is quietly costing them.
- Charge with calm confidence: hesitation in your voice becomes doubt in theirs.

A QUIETER THOUGHT

Charging fairly cuts both ways. Scripture is blunt about honest trade: a false balance is an abomination to the Lord, but a just weight is his delight (Proverbs 11:1). Pricing with integrity means neither cheating the customer nor cheating yourself — a just weight in both directions.

The bottom line

Stop pricing from fear and start pricing from value. Decide what your work is genuinely worth to the customer, tell that story clearly and honestly, and charge it without flinching. The right price, well explained, is not a barrier — it is part of the promise.

Sources

- Alex Hormozi, $100M Offers — pricing on value and the value equation.
- Dave Ramsey — value versus price as a buying principle.
- Proverbs 11:1 — a just weight is his delight.

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You can absolutely build on this yourself — that's why we wrote it. But if you'd rather have your brand, website and profile built as one considered system, that's exactly what we do. No obligation — just a conversation.

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