

# Pricing Strategies: How To Attract More Clients By Charging Higher Prices



# By the end of this training...

- The Mindset Needed to Make \$\$\$ with Mobile Massage Services
- What To Sell
- How to Price Your Core Services
- How To Price Packages (Formula)
- How to Increase Rebooking and Package Upsell Rates

# Section 1: The Paradigm Shift

In order to make \$\$\$, you need to charge \$\$\$.

Crazy, right?

Truth is - mobile massage is a premium service providing such convenience that people are willing to pay higher prices.

You're bringing a literal spa experience to the comfort of someone's home.

# Section 1: Type of Client

Another point is that people who benefit from mobile massage are usually a different type of customer than those who visit spas.

In other words, they usually have more disposable income to spend on such luxuries than people who visit day spas.

Our goal is to target those people and put our offer in front of them.

If they see it, they will want it.

# Section 1: Wrong Assumption

You don't sink when you begin to charge higher prices.

In fact, the complete opposite happens.

By increasing your prices you are not only benefiting yourself but also the quality and the perceived value of the services you provide to your clients.

## VIRTUOUS VS. VICIOUS CYCLE OF PRICE \$

<u>PRICE</u> ↓	<u>YOUR CLIENTS</u>	<u>PRICE</u> ↑
DECREASE	PERCEIVED VALUE	INCREASE
INCREASE DECREASE	DEMANDINGENESS REVENUE FOR FULFILLMENT PER CUSTOMER	DECREASE INCREASE
<u>PRICE</u> ↓	<u>YOUR BUSINESS</u>	<u>PRICE</u> ↑
DECREASE DECREASE	PROFIT PERCEIVED VALUE OF SELF	INCREASE INCREASE
DECREASE	SERVICE LEVELS	INCREASE

# Section 1: Key Takeaway

Charge. Higher. Prices.

You will not only attract clients of higher echelon but you will also be able to provide a better experience...and make more \$.

## Section 2: How to Price Mobile Massage Services

Pricing is not hard.

The goal is to create a service menu that consists of the following:

- Base Massages
- Add-Ons
- Packages
- Gift Cards
- Special Deals

## Section 2: Hourly Rate

Our goal is to set a price such that the customer needs to pause and think: “this is can’t be your standard massage”

A good rule of thumb is to set a base hourly rate to \$100+ /hour for all your base massages.

The clients we want to attract are intrigued by those prices rather than pushed away.

The clients you push away are the price shoppers - we don't want them.



## Section 2: Add-Ons

The goal is to have a couple standard ones - your aromatherapy, cupping, etc... priced at around \$15 as a good rule of thumb.

Then, you should have add-ons that very few other therapists offer - your signatures.

This could be something like an Aroma Face & Scalp Massage.

Price these at 2x the price of your standards to make them look premium to your customers.

## Section 2: Packages

From a business perspective, packages are an opportunity to generate revenue without needing new clients.

When you book a client in for a 5 session package, you have filled the time slots you would otherwise need to get new clients to fill in.

Packages are your chance to be creative and give your clients an incentive to book into the future.

They should be your end-goal for every client.

## Section 2: Package Pricing Formula

$$\left\{ \# \text{ of Sessions} \times \left\{ \text{Message Type} + \text{Add-Ons} \right\} \right\} \times 0.8$$

By pricing your packages using this formula you are giving your clients an incentive by giving them a 20% discount by booking multiple sessions at once.

After you've chosen your hourly rate and prices for your add-ons you can price ANY combination of those using this formula.

## Section 2: Gift Cards

This is the easiest deliverable to configure.

For gift you should generally go for single sessions rather than packages since they are meant to be a GIFT.

Be Creative. Pick combinations you feel are unique and go really well together.

Pricing is simply a matter of adding up the hourly rate and the add-ons like any other standard session.

## Section 2: Naming Gift Cards

Naming gift cards in unique ways is probably the most powerful thing you can do to incentivize people to purchase them.

To do this we can leverage ChatGPT to help us come up with unique names for our gift cards.

Here is a prompt you can use:

“Give me 10 short unique names for my massage gift card that contains \*base massage\* with \*add-ons\*”

## Section 2: Special Deals

Special deals are the way to give potential buyers an incentive to book NOW since special deals are usually limited-time/seasonal.

Using holidays, new seasons, new months as an excuse to come up with a special deal is always a good idea.

You have to price these at a discounted rate (usually about 10%-15%) and also set an end date to when this special deal will no longer be available.

# Section 2: Example Menu

## Massage

**Swedish Massage - \$110/hour**

**Deep Tissue Massage - \$110/hour**

**Sports Massage - \$110/hour**

**Prenatal Massage - \$110/hour**

**Couples Massage - \$210/hour**

**Signature Massage - \$130/hour**

## Add-Ons

**Aromatherapy - \$15**

**Cupping Therapy - \$15**

**Hot Stones - \$15**

**Foot Reflexology - \$25**

**CBD Oil - \$25**

**Aroma Face & Scalp Massage - \$30**

## Gift Cards

**Gift of Serenity - Swedish Massage with Aromatherapy and Hot Stones - 60 Minutes - \$140**

**Romantic Getaway - Couples Massage (Swedish or Deep Tissue Massage with Aromatherapy and Hot Stones) - 60 Minutes - \$270**

## Special Deals

**Summer GLOW - AVAILABLE UNTIL JULY 1ST - Swedish Massage with Aroma Face & Scalp Massage - 60 Minutes - \$89 (normally \$140)**

**Couples Summer Escape - AVAILABLE UNTIL JULY 1ST - Couples Massage (Swedish or Deep Tissue Massage with Aromatherapy and Hot Stones) - 60 Minutes - \$189 (normally \$270)**

**Summer Prenatal Peace - AVAILABLE UNTIL JULY 1ST - Prenatal Massage with Aromatherapy and CBD Oil - \$94 (normally \$150)**

## Packages

**Relaxation Package - Swedish or Deep Tissue Massage with Aromatherapy and Hot Stones - 5 60-Minute Sessions - 1 Session Per Month Recommended - \$560 (20% Saved)**

**Athlete Recovery Package - Sports Massage - 4 60-Minute Sessions - 1 Session Per Week Recommended - \$350 (20% Saved)**

**Prenatal Care Package - Prenatal Massage - 8 60-Minute Sessions - 2 Sessions Per Month Recommended - \$700 (20% Saved)**

**Couples Relaxation Package - Couples Massage (Swedish or Deep Tissue Massage with Aromatherapy and Hot Stones) - 5 60-Minute Sessions - 1 Session Per Month Recommended - \$1,080 (20% Saved)**

**Custom Package - Tailored to Your Needs Based on Consultation with Our Therapist**

## Section 3: Increasing Rebooking Rate

Your goal with every new client should be to get them to rebook a second appointments, right after their first - on the spot.

You can incentivize them to do so by giving them a discount of about 10%-15% if they rebook now.

However, don't mention this discount unless your client is hesitant about rebooking, which is most of the time not the case if you do a good job.

Keep the discount as a silver bullet in your back pocket.



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If you want us to implement ALL of our strategies, as well as our PROVEN system that GUARANTEES consistent bookings EVERY single week, into your business for **FREE** - click on the **BIG ORANGE BUTTON** at the TOP that says “Yes, Show Me How”

We can guarantee to get you at least 20 booked appointments in just 14 days...and you don't have to pay us anything.