



PRICING POLICY CHECKLIST

The following questions will guide you as you create a pricing policy for yourself and your clients.

- What is your per session rate?
How long is your session?
- Do you offer a sliding scale?
Who qualifies? Do you require income proof?
What is the scale? (highest fee to lowest fee)
- Do you offer packages? How many sessions and for what discount off the regular rate?
- What is the absolute lowest fee you will consider?
- Will you set a price with a client over the phone, or is pricing reserved for the initial meeting?

Note: Remember to consider if you have an assessment or initial session that is longer than ongoing sessions, and to price accordingly. In this case, packages would begin after the initial session.

HOW TO DESIGN PACKAGES

Packages are beneficial for you, because you are paid up front for your services, and therefore have a guarantee of commitment from your clients and some consistency in your income and schedule. They are also beneficial to your clients, because they make billing simpler and offer a discount for ongoing services.

Packages can be designed based on a specific number of sessions, a time frame, or a program. Discounts can be in percentages or dollar amounts. Consider the following examples:

- A Personal Development Package of 8 sessions over 3 months (whichever comes first) for \$ _____. (In this case, any sessions not used within 3 months would be "lost.")
- A package of 3 sessions for a 5% discount, 6 sessions for a 10% discount, and/or 12 sessions for a 20% discount, or whatever configuration works best for you. (In this case, the discount increases with the number of sessions purchased).

Note: Packages work for full price clients only, because those on a sliding scale are most likely already receiving enough of a discount to counteract the package offer. It is also possible to use packages in place of a sliding scale.

Let's Chat

- Need help pricing your services, or creating a pricing policy? Shoot me an e-mail: ili@familytherapybasics.com.
- Looking for a community of therapists going from STRESSED to Refreshed? We're all about support and encouragement in the Get Refreshed Facebook group.

Come join us!