



# *Value-Based Pricing Workbook for Women in Business*

GET PAID FOR YOUR BRILLIANCE!

A Proven Method by re:ampd founder, Marisa Fong

re:ampd

# Let me introduce myself



## HI, I'M MARISA

I describe myself as an Entrepreneur, Investor & Business Mentor. I am best known for **co-founding Madison Recruitment**, New Zealand's largest privately-owned recruitment company which we successfully exited in 2013 **when it was acquired in a record breaking 8-figure deal**.

**Now, my purpose is to empower other women in business to amplify their impact and achieve success on their terms.**

Through re:ampd I offer actionable insights and hands-on learning via group coaching, masterclasses, monthly webinars and more.

I hope the learnings from this workbook will be the start of something transformational for you and your business.

Welcome to the re:ampd community!

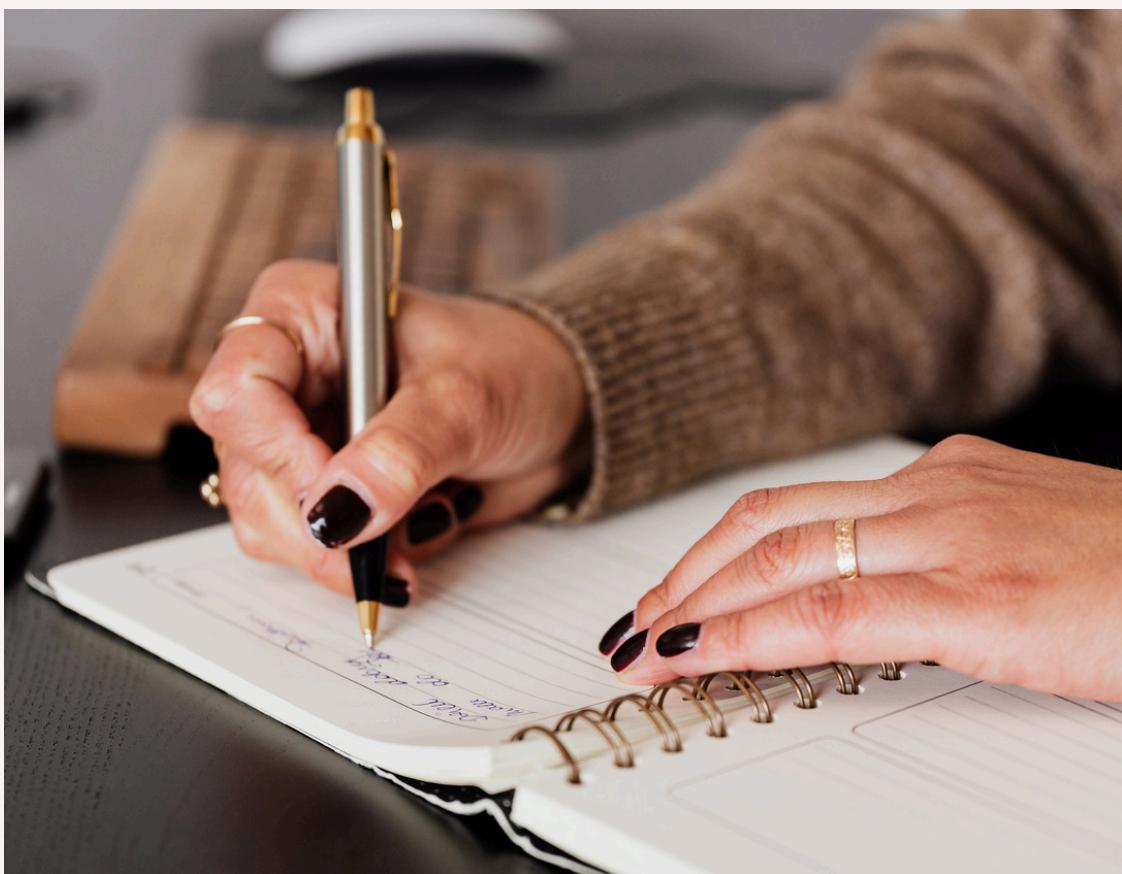
*Marisa xx*

# Welcome to the Value-Based Pricing Workbook!

If you're ready to stop undercharging, attract the right clients, and build a thriving, profitable business, you're in the right place.

In this workbook, you'll:

- Understand the three main pricing methods
- Discover the true value of your services
- Shift from selling your time to selling transformations
- Walk away with your unique Value-Based Pricing strategy



# *Roadmap of the Workbook*

**SECTION 1**  
HOW ARE YOU CURRENTLY  
SETTING YOUR PRICES?

**SECTION 2**  
YOUR VALUE AND  
TRANSFORMATION

**SECTION 3**  
KNOW YOUR IDEAL CLIENT

**SECTION 4**  
YOUR UNIQUE MAGIC

**SECTION 5**  
CALCULATING AND OWNING  
YOUR WORTH

# 01

# *How Are You Currently Setting Your Prices?*

## THE THREE COMMON PRICING METHODS

### Cost-Based Pricing

Cover your costs + add a markup

- **Pros:** Covers expenses
- **Cons:** Undervalues expertise, ignores client transformation

### Competitive-Based Pricing

Charge based on what others in your industry are charging

- **Pros:** Market awareness
- **Cons:** It doesn't account for your unique value

### Value-Based Pricing ( The goal! )

Price is based on the transformation and results you deliver

#### Pros:

- Reflects your expertise and impact
- Attracts clients willing to invest in results
- Scales your income beyond hours worked

# 01

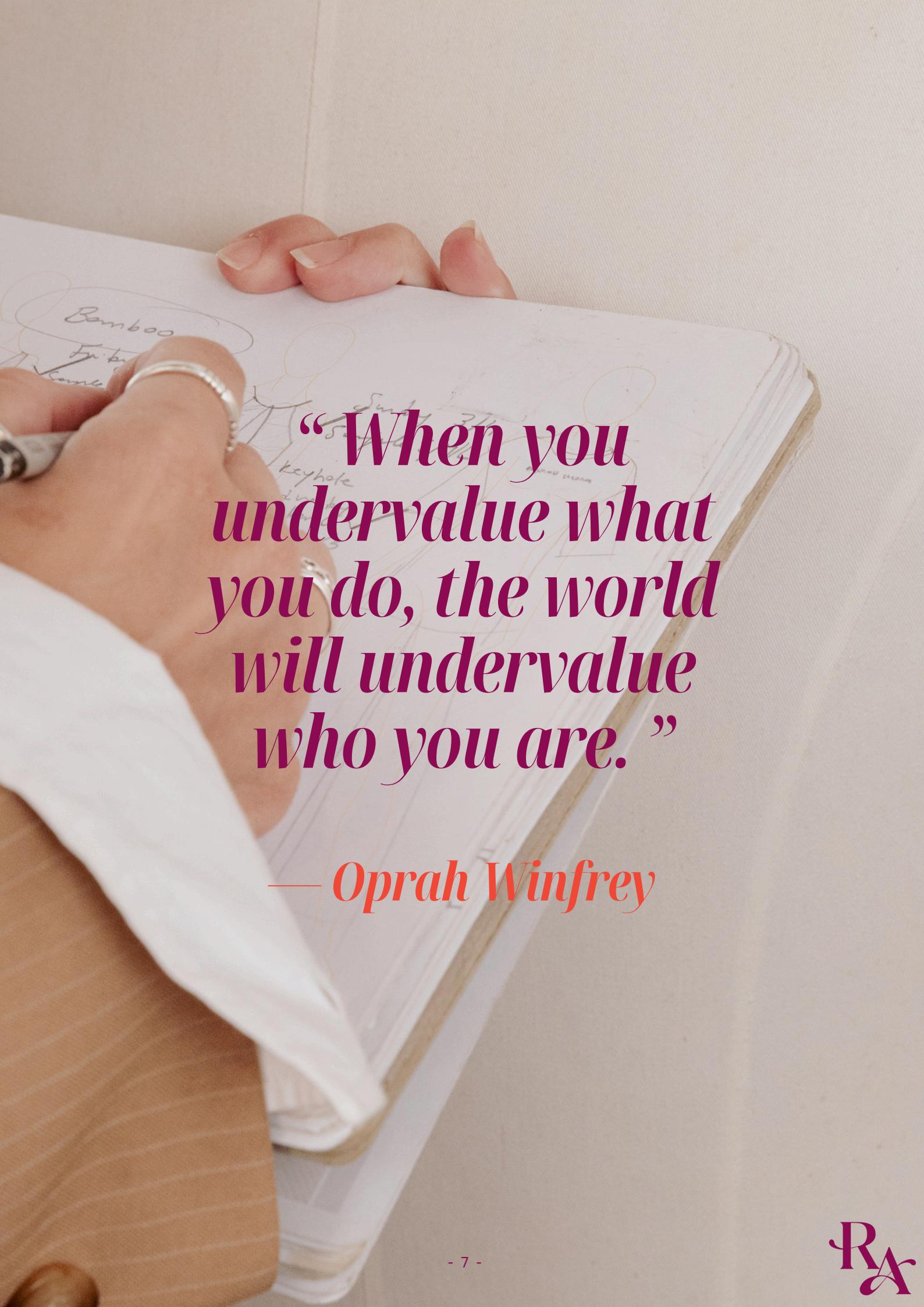
## *Exercise*

### How Are You Pricing Now?

#### Why this matters

This helps you identify where you're using outdated pricing strategies that may be holding you back. Recognising your current method is the first step to shifting into value-based pricing.

SERVICE	PRICING METHOD (Cost / Competitive / Value)	PRICE	HOW DOES THIS FEEL?



“When you  
undervalue what  
you do, the world  
will undervalue  
who you are.”

— Oprah Winfrey

# 02

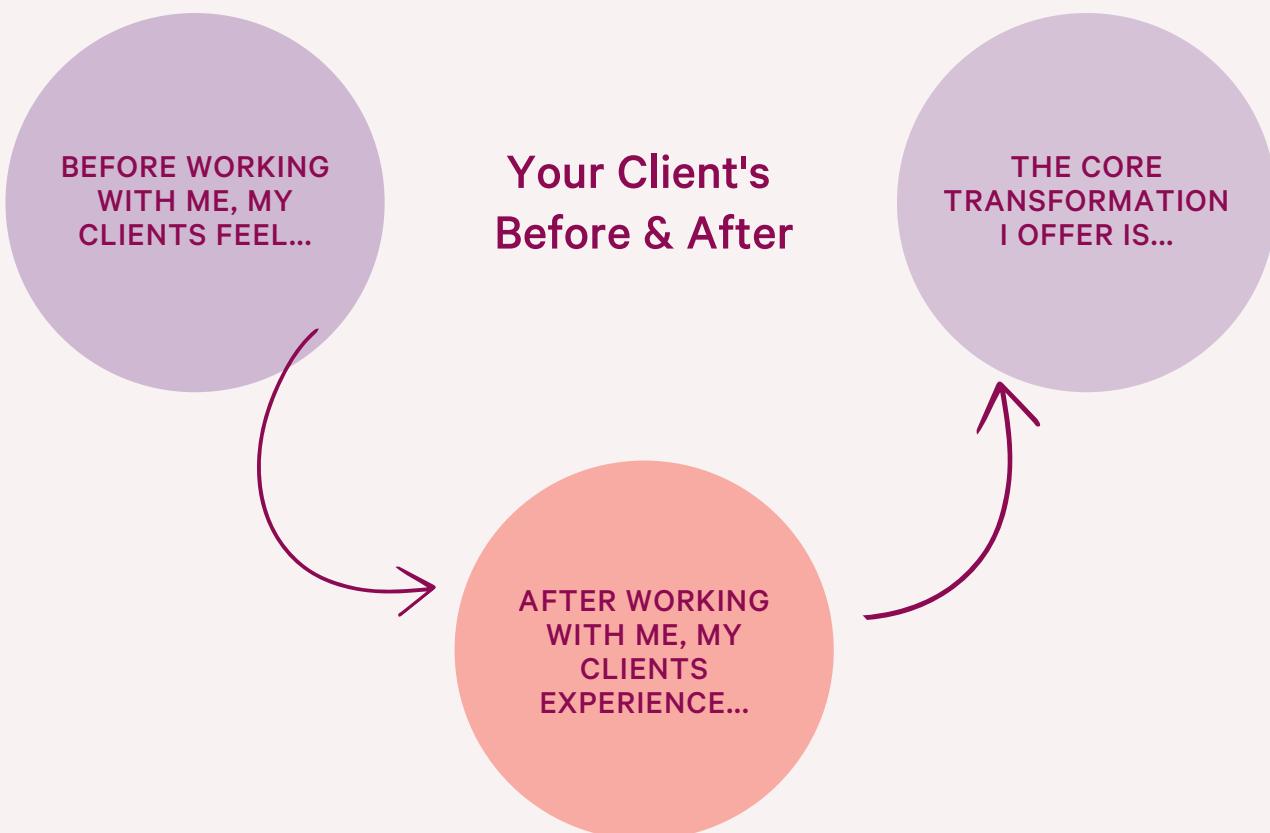
# *Your Value and Transformation*

People pay for results, not just time.  
Let's get clear on the change you create.

Whether you're saving them time, solving a painful problem, elevating their status, or helping them reach a goal, the value you bring is found in that "before and after" journey.

This is the foundation of value-based pricing: you're not charging for the hour you spent on a service or the product you give them—you're charging for the lasting results they walk away with.

The clearer you are on what changes for your clients because of your work, the easier it becomes to price your services in alignment with the true impact you're making.



# 02

## Exercise

### Define Your Transformation

#### Why this matters

To price based on value, you must first define the exact transformation you provide. This is what your clients are really paying for—and why they'll happily invest.

#### Example: Stylist

Before working with me, my clients feel...	After working with me, my clients experience...	The core transformation I offer is..
Frustrated with their wardrobe, insecure about their style, unsure what works for them.	Confident in their personal style, excited to get dressed, empowered to show up professionally and socially.	A complete style overhaul that aligns with their personality, boosts their confidence, and makes getting dressed effortless.

#### Now, it's your turn:

Before working with me, my clients feel...	After working with me, my clients experience...	The core transformation I offer is..

# 03

# Know Your Ideal Client

**Value-based pricing only works when you align with clients who are ready and willing to invest in change.**

When you're crystal clear on the people who benefit most from your magic, you can create pricing and offers designed just for them. These are the clients who happily pay premium prices because they see your value—and are ready for change.

## MIND MAP

WHO ARE THEY?

THEIR BIGGEST GOALS

IDEAL CLIENT

THEIR STRUGGLES

WHY I LOVE WORKING WITH THEM

04

Your  
Unique Magic



# 04

## *Your Unique Magic*

### WHY YOU?

This section helps you reflect on what makes your work different and why your clients can't imagine working with anyone else.

#### 01 **What is the “secret ingredient” that makes your product or service stand out?**

(Think about what people always compliment, what they notice, or what they weren't expecting but now love.)

Example:

"My styling sessions are more than just picking outfits—I create a personalised style strategy that helps my clients feel confident every time they walk into a room."

Your Turn:

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#### 02 **What lasting impact does your work have on those who buy from or work with you?**

(Think about how their life, mindset, or confidence changes because of your product or service.)

Example:

"My clients say they leave with more than outfits—they leave with a renewed sense of self-worth and excitement to show up fully in their lives."

Your Turn:

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# 05 Calculating & Owning Your Worth

One of the biggest mindset shifts in pricing is moving from charging for your time to charging for the true transformation you create.

Instead of just thinking about what your service costs you or what others charge, start thinking about the lasting impact your work has—and build an offer that reflects that.

## Example: Wardrobe Stylist Pricing

PRICING METHOD	PRICE	OFFER	WHAT THE CLIENT GETS	WHY IT'S LIMITED/POWERFUL
Cost-Based Pricing	\$100 for 2 hours	Quick Closet Clean-Up	2 hours of sorting, basic outfit tips	Limited to time, undervalues expertise
Competitive Pricing	\$500 per session	Industry-Standard Styling Session	Full wardrobe refresh, similar to others	Better, but still time-based and transactional
Value-Based Pricing	\$1,000+ package	Signature Style Experience	Body shape and colour analysis, curated wardrobe plan, exclusive vouchers for partner brands, 1-month of ongoing support via a private online community, follow-up check-in session	Focuses on total transformation and lasting support—worth far more than just the time involved

## Why this matters

- Cost-based and competitive pricing are focused on the work you do.
- Value-based pricing is focused on the results they get.
- With value-based pricing, you're creating offers that solve real problems, deliver lasting change, and provide extra support that helps your clients maintain the results. That's why clients are willing to invest at a higher level.

# 05

## Exercise Your Value-Pricing Shift

Now it's your turn. How could your pricing evolve from simple time-based work to a complete, high-value experience? Fill out your own version below:

PRICING METHOD	PRICE	OFFER	WHAT THE CLIENT GETS	WHY IT'S LIMITED/POWERFUL
Cost-Based Pricing				
Competitive Pricing				
Value-Based Pricing				

### REFLECT

- What extra value could you add to create a complete experience, not just a one-off service?
- How can you build in follow-up, community, bonuses, or other support that makes your offer feel irresistible?
- How does it feel to see your work as a transformation, not just a task?



# Closing Summary

## IT'S TIME TO OWN YOUR WORTH

You've done the work **to understand your value**, the transformation you create, and how to price your offers in a way that reflects your brilliance. Now, it's time to fully step into the next level of your business and **get paid for the real results you deliver**.

### What we've uncovered together

- The differences between **Cost-Based, Competitive, and Value-Based Pricing**—and why value is where your power lies.
- How to define the **exact transformation** your work provides.
- Who your **dream clients** are—and why they're ready to invest.
- What makes you and your work **truly unique**, and why people choose you.
- How to **create pricing** that reflects your magic, not your minutes.

### FINAL REFLECTION

As you move forward, keep asking yourself:

***“Am I charging for my time, or for the transformation I provide?”***

Your work changes lives. It saves time, brings confidence, solves problems, and creates real results - **And that is worth premium pricing.**

# Next Steps

01

Review your current offers—where can you shift from time-based to transformation-based?

02

Update your pricing to match the value you truly provide.

03

Practice confidently communicating the results your clients will experience.

04

Keep refining and expanding your offers to add long-term value and support.



# Was this Helpful?

Thanks for connecting with me and joining the  
**re:ampd** community!

If you're looking for more resources, coaching or to connect with other female entrepreneurs just like you, visit our website or follow our socials.

[RE-AMPD.COM](http://RE-AMPD.COM)

