



The Next Level Everything Challenge

7 Days. 7 Breakthroughs. Your Next Level.

Day 6: Next Level Positioning + Pricing

Now that you are working through your relationship with money, forgiving your money past, and preparing to build wealth for your grandchildren's children, let's talk about what is going to bring those dead presidents into your life experience: Packaging and Positioning.

Listen to me:

People will pay more than you think for the right program that has been packaged and positioned well.

If it's true (and it is) that people will pay more than you think for the right program that has been packaged and positioned well, then your first step is to rise above the noise.

Part 1: Rising Above the Noise

You don't need me to tell you that it's getting more and more noisy in the marketplace. This is why you need to be clear who you are and the problem you solve. Remember your Incredible Factor?!

The only way to rise above the noise is to solve a SPICE Problem with a SPICE Solution for a SPICE Prospect, period.

A SPICE Problem is the **S**pecific **P**ervasive **I**nsurmountable **C**lear and **E**xpensive challenge that keeps them lying awake at night.

A SPICE Solution is the **S**pecific **P**ositive **I**ntentional **C**lear and **E**vident outcome you provide.

A SPICE Prospect is the **S**pecific **P**erson **I**'m **C**reated to **E**quip.



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<i>PROBLEM</i>	<i>SOLUTION</i>	<i>PROSPECT</i>
S pecific P ervasive I nsurmountable C lear E xpensive	S pecific P ositive I ntentional C lear E vident	S pecific P erson I 'm C reated to E quip

What is *your* SPICE Problem?

What is *your* SPICE Solution?

Who is *your* SPICE Prospect?



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Part 2: Pricing That Forces the Cream to the Top

Once you know your SPICE problem, solution and prospect, you can charge more than it costs to perform the service. Remember, you're an entrepreneur – you solve problems for profit.

In today's challenge video, I shared the three (3) pricing strategies. **What are they?**

Which one is right for your next level everything?

What kind of difference would it make in your life if you could earn more in a month than most do in a year with the right positioning and pricing? (Yup, that's next level everything!)

If you're being honest, what do you need to do in order to add a zero to the most you've ever charged and then go and earn it?



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Final question: Maya Angelou says “when we know better, we become better because we do better.” Now that you are up-leveling your positioning and pricing, are you ready to become better by doing better so that you live your NEXT LEVEL EVERYTHING?

Share in the Facebook Group:

Share about your next level positioning and pricing in the [Six Figure Cash Flow Club](#) today to get credit for participating on Day 6. A Grand Prize (and your ability to successfully position yourself for your next level) is at stake, so don't forget to comment!

Congratulations! You've completed Day 6 of the Next Level Everything Challenge.

Be Incredible,