



Lesson Worksheet

Module 4, Lesson 4 – Worksheet B

Valuing ALL of Your Services

List all the services you do in your practice – those that you charge for and those that you have not been charging for. It is important to brainstorm with yourself to remember ALL of them so you can package (bundle) them in a new, more profitable way.

Services include major professional offerings like acupuncture or bodywork sessions, modalities such as Microlight therapy, nutritional counseling or Quantum healing and smaller add-ons such as using aromatherapy, Acugraph testing or other diagnostic work-ups. At this point list everything, even if you are sure you want to include it in the cost of sessions at this point.

If you can, do this exercise on a spreadsheet, which organizes the columns neatly and allows you to calculate totals easily.

Name of Service	Avg # of minutes required to do this service	Your profitable fee per minute	Minimum you should charge for this service
Examples:			
Acutron pain sequence	20	2.35	\$47
Aromatherapy	10	2.35	\$23.50
Added scalp massage	5	2.35	\$11.75
Laser treatment	10	2.35	\$23.50
Lifestyle counseling	15	2.35	\$35.25

These may not seem like large amounts of money, but if you consider that you have probably been giving most of these away most of the time you will see that it adds up to a major loss of income for you.

Again, in doing this exercise write down ALL the valuable services you do, even if you think they are insignificant. You will understand why when you start crafting your service packages.

Now it's your turn to list all of your services, multiplying each times your profitable fee per minute to arrive at the minimum you should be charging for each service.

Use the back of this printed sheet to make your list, or preferably create this list on a spreadsheet or word processor document.