



Women Who Count 2020 Virtual Conference

Accounting and Financial Women's Alliance

Speaker Highlight

Critical Steps to Raise Your Rates Without Losing Clients

Loren Fogelman

Business Management & Organization
Advanced

Course Description:

Are You Ready For A Raise?: 5 Steps to Successfully Raise Your Rates Without Losing Clients Most entrepreneurs set off on their business journey so they can enjoy a higher income and more freedom. Yet... Many entrepreneurs feel trapped in a cycle of sacrifice. They take on the risk of entrepreneurship, only to become a slave to their business. Why? They are competing on price because they are afraid of losing clients if they charge what they are worth. In fact, 57% of entrepreneurs undercharge for their services and 15% feel they need to work a second job just to make ends meet. In this powerful keynote speech, Loren guides entrepreneurs on the steps they need to take to grow a business that supports their lifestyle -- instead of one that sucks the life out of them. Participants will walk away with the knowledge they need to avoid pricing pitfalls, discover what their clients truly value, and double their income while working half the time. 5 Steps to Successfully Raise Your Rates Without Losing Clients. Stop competing on price. Learn what your clients truly value. Points covered: pricing pitfalls, double your income while working half the time and understand what clients truly value.

Objectives: The keys to get paid what you're worth are counter-intuitive. Together we'll map out the next steps to boost your income doing what you love!

Outcomes (what should attendees expect to learn from your session: During this action-packed session you'll learn: • The #1 pricing mistake that limits your income. • A proven formula to successfully raise your rates with confidence and ease. • 3 simple steps to convert existing clients to your new pricing.

Speaker Bio: From 2018 to 2020, Loren's been steadily recognized by HubSpot in its annual list of the world's top 22 business coaches.

Loren delivers talks and workshops across the United States at major conferences such as Inbound, one of the world's most esteemed content marketing events for entrepreneurs, as well as many accounting niche conferences.

Loren is an expert in pricing strategy and sales. She coaches accounting professionals to shift away from the "dollars-per-hour" business model to a value-based model that reduces workload by as much as 50% while doubling revenues.

Claim your FREE pricing resource: => <https://www.businesssuccesssolution.com/value-book/>

Title: Critical Steps to Raise Your Rates Without Losing Clients

Field of Study: Business Management & Organization

Program Level: Advances

1 CPE credit

Friday, October 30, 2:00 PM EST during the Women Who Count Virtual Conference!

Register Now!

Register today for Women Who Count 2020! Select full conference registration or a day pass registration. Single session tickets are also available for \$50 per session.

*Notification of cancellation must be submitted in writing to afwa@afwa.org. Cancellations submitted by September 15 will be subject to a \$100 cancellation fee. No refunds will be given for canceled registrations after September 15. Substitutions are allowed at any time but must be submitted to AFWA Headquarters via email (afwa@afwa.org). Registrants who fail to attend the National Conference are responsible for full payment.

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