



Farviz Nathershaw

# Happy Pricing Manifesto

Price your worth.  
Transform your business



by Happy Startup School.



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**Time      ≠      Money**

Stop selling your time and focus  
on the value you create.  
Don't fall into the trap of thinking  
that the amount you charge has  
to directly correlate to the number  
of hours you work.





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**You are worth more  
than you think**

Imagine being paid for just being  
you. While you have the expertise,  
the knowledge and years of  
experience, there's more  
to it than that.





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**Say no more  
than you say yes**

Saying yes to everything makes  
you better at nothing.  
Eventually you just get  
overwhelmed doing work  
you don't enjoy.





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## **Profit is not a dirty word**

Profit isn't just the sum of your costs plus a little bit on top. Profit is a measure of the value you provide: your unique blend of knowledge, experience and insight.





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## Price slowly

Pricing too quickly can mean you haven't understood the real problem. Setting the right price comes from understanding what's really needed. It means taking more time learning, understanding and discussing your client's needs.





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## **Be Premium in quality and price**

When you charge your worth and do your best work, your client doesn't need to spend anymore money on it.

Be high quality. Justify a high price. and provide those good feelings and solutions straight away.





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# **Selling time is a lie**

Time is the one currency you can't get back  
Selling your time is like selling your life.  
Sell solutions and good feelings, not your time.

Credits: Happy Startup School.







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# Take care yourself

When you price outcomes and not hours you can invest in your wellbeing and your ability to consistently perform in the long term.





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## **Free is a strategy, not a business**

Build trust, but don't give away your true value.  
Offering something for free is marketing. It helps  
your potential clients understand and  
appreciate your value.

Showcase your expertise, your process, your  
insights. But save the best for those who value it.





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## **It's OK to walk away**

It's OK to walk away from clients who don't value you. It's OK to walk away from prospective clients who aren't willing to meet you at your worth. Walking away from one thing can mean walking towards something more exciting, beautiful and profitable.



# Special Thanks To



Happy Startup School



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