



# Week #4: Pricing Your Expertise in a Global Economy

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# From Fractional Skills to Global Value

Themes	Jan			
	WK1	WK2	WK3	WK4
EaaS Model	<div style="width: 20%; background-color: #1a3d54; height: 15px;"></div>			
Skills Audit		<div style="width: 20%; background-color: #1a3d54; height: 15px;"></div>		
Resume/LI Profile			<div style="width: 20%; background-color: #1a3d54; height: 15px;"></div>	
Pricing	<p><b>Next step:</b> <i>How do we translate skills into market value?</i></p>			



# The Challenge: Pricing is Tricky

Your rate communicates your confidence and your value.

## Risk

Undervalue when entering global markets.

## Variations

Different across regions/industries.

## Expectations

ROI and measurable outcomes.

*How to evolve your worth from hours to value?*



# Steps to make a Strategic Decision

- 1 Benchmarking** Research global standards rates
- 2 Value** Frame expertise in terms of measurable outcomes
- 3 Alignment** Project scope, client type, and market context.

***Key message: Position yourself as a fractional expert with worldwide relevance***

# Positioning yourself for Opportunities

- Pricing is both a **strategic and branding decision** in the global economy.
- Attracting the right clients:
  - Higher rates often filter for serious, value-aligned clients.
  - Lower rates may attract clients who see you as **interchangeable**.
- Long-term: Pricing reinforce your reputation as a fractional expert.

*Know your worth, and bill accordingly.*



# Case Example: Marketing Specialist

Step	Applied Example	Key Takeaway
Benchmarking	<b>U.S. avg</b> \$50–80/hr <b>EU</b> €40–70/hr <b>LatAm</b> \$25–40/hr → <b>sets \$50/hr baseline</b>	Anchor to global standards, not local lows
Value Communication	<b>Packages:</b> Campaign Audit \$1,200 Monthly Ads Management \$2,000	Sell outcomes (ROI, lead reduction) not hours
Alignment	<b>Startup in LatAm:</b> \$800 scaled package; <b>SaaS in EU:</b> \$2,500 full scope	Adjust scope, not confidence
Positioning	Rates signal credibility → attracts ROI-focused clients	<b>Price</b> = brand strength + global relevance

*Know your worth, frame it in outcomes, and bill accordingly!*

# Do you have any questions?

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# Thank You!

