

Email #1

Subject Line: 3 PROVEN Strategies guide has arrived!

[First Name],

I know you came here to get some answers about pricing, so I'll get right to the point.

[Click here to download your 3 Proven Strategies to Setting Prices that get more clients >>](#)

Hemming and hawing about prices is something every new freelancer *and* existing entrepreneurs does.

If you're here, my guess is you've probably been there, or it's something you're currently struggling with.

As a CPA & Business Pricing Strategist, I've had *thousands* of conversations with my clients about the importance of pricing yourself in a way that actually make sales.

All the ideas you've had about pricing? Throw them out.

I'm going to be shooting you a couple of emails over the next few days – in addition to your guide – that explains **the key elements to pricing yourself in a way that will get your clients this week**.

Oh... and you do not have to charge bottom of the well prices to make that happen.

I'll leave at that for now, as I know you're ready to dive into your free strategies – [click here to download it](#).

Oh, and one last thing before I go...

Hit REPLY and share with ONE thing your clients or customers have said when you tell them your price.

<signature>

Email #2

Subject Line: Do people hear your prices and say “no”? Read this.

Or

Raising your prices is non-negotiable (seriously)

[First Name],

Let’s take a little trip down memory lane ...to 2 days ago. Think of what originally brought you here: you want more clients.

You might hate me for a few seconds while reading this, but I think you’ll appreciate it once you get to the end of this email... so stick with me.

Why do you want more clients?

Whether you’re here from exhaustion of being broke or you’re just trying to get your business off the ground, you’re searching for something *more*.

Whatever that “more” thing is or the thing that motivated you to grab my guide, ...keep that in the forefront of your mind.

Write it down.

Now. . .

One of the reasons you might be pricing yourself so low is you’re afraid that if you charge too much, the price tag will scare your potential customers away.

Which means you won’t get more clients.

Which means you won’t get you were *more* that you’re looking for.

Which means you can kiss “the dream” good bye before it ever gets there.

So you keep yourself at a price that seems like people would be willing to buy – but those low prices are why people don’t want to buy from you.

I know how depressing this all sounds, but I’m being serious. I take your worth seriously, [First Name].

If you don’t raise your prices, you’re going to go in a never-ending cycle of “no” and start to wonder if you can hack it.

Now, to the good stuff.

I made you a quick, 6-minute video to talk more about this, where I’ll give you the 3 reasons why raising your prices is a non-negotiable.

Only 6 minutes, [click here to watch it >>](#)

Thinking of waiting to watch this video? Don’t.

You're receiving this email because you need more clients, [this week](#) (or you'd like to).

Think of all the things you can do in 6 minutes – text message you haven't talked to in a while, grab a snack because you're "bored", or scan through social media to avoid the awkward "How much is this going to cost me?" conversation.

This 6 minutes will give you the reasons & inspiration to raise your prices... which will get you more clients (and all that other stuff you've been dreaming about).

[Watch this video >>](#)

Once you've watched this, hit REPLY and simply type YES if you're ready to take control of your prices and charge your worth.

...and get ready, because I'll be emailing in you in just a couple of days to give you the tools & resources to do just that.

Talk soon!

<signature>

P.S. Want those tools and resources now? [Click here to grab them.](#)

EMAIL #3

Subject Line: Resources, scripts + tools you need to raise your prices

[First Name], if you've made it this far, I know you take yourself, your business and your success seriously.

Or you're ready to start.

Your prices should reflect that – because whether you want them to or not, your prices speak volumes about your work.

At this point you're probably saying, *I know, I know, Ebong. I get it. I need to raise my prices, but...*

Still have those nagging thoughts?

- What if I lose my clients?
- What if my prices scare people off?

They won't – you just need the mindset and tools to implement this shift into your side hustle or business.

That's why I created this 3-hour training on How to Raise Your Prices, where you will learn...

- 3 dangerous things to avoid when setting your prices that will save you THOUSANDS of dollars
- 4 proven strategies for raising your prices (without losing your customers)
- 4 ways to handle customer objections (most of the time, they really do want to say yes!)

[Grab this 3-hour training for \\$299 now >>](#)

This isn't just ...a 3-hour class where you're going to "learn", I'm throwing in a few bonus tools + hacks to keep your business sustainable and profitable:

- Learn the ins and outs of building valuable products and services that people are DYING to buy
- A free worksheet to help you set your prices
- LIVE Q&A with me to answer your burning questions (or work with you on your mindset!)

It's time to get off the struggle bus and charge what you are worth.

[Grab this 3-hour training for \\$299 now >>](#)

Not sure if this is for you or have questions about this offer, simply REPLY to this email and I'll get your questions answered right away.

<signature>