



THE MVT PRICING FRAMEWORK

There are three ways to grow your business, but only ONE is actually right. Here's why:

Way #1 – Sell more of the same - this is what 90% business owners are busy doing ^^ this (marketing) ALL OF THE TIME

Imagine this; adding rocket fuel to a Fiat 500 - it's going to go really fast for a short period of time before it explodes

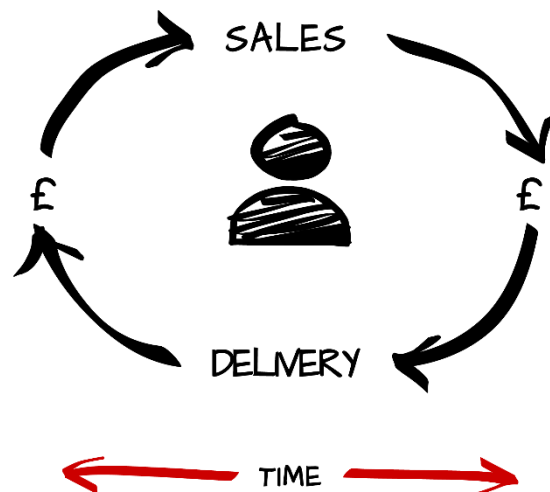
Most businesses are like Fiat 500 engines and the rocket fuel is marketing. So if the business is not well optimised and you add marketing into the mix, they just explode leaving tired, burnt out and confused business owners in their wake.

You risk getting stuck in the sales cycle of doom forever:

Sell -> Deliver -> Sell -> Deliver

This leads to you thinking, *"I just need one more sale and everything's going to be ok, I can pay my bills, but that thing for my business, boom that holiday..."* - trust me you never get any of those things.

Because you never have enough TIME to break out of the sales cycle of doom.



Way #2 – You could grow your business by cutting some costs.

This is a single marginal gain and doesn't leverage the top line. There isn't really any growth, and what growth there is happens slowly. Like, years.

Way #3 – The BEST way to grow your business is to sell the same number (or fewer) products but for a lot more.

Basically, put your prices up.

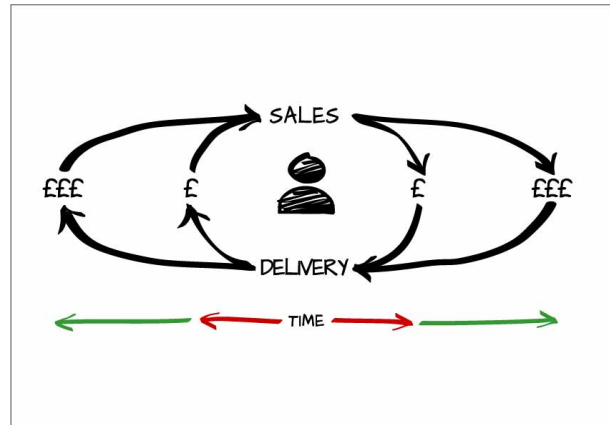
You can never make any more time, but you can always make more money.



The secret sauce; increase your prices and suddenly, you're less dependent on the next sale, so you deliver a better quality of product to your client, and then they pay you even more. AND you don't have the stress of rushing into the next sale.

So, what's stopping you from charging more RIGHT NOW?

Three things actually:



Mindset – you lack the strength and courage to put your prices up in the first place, but you also don't understand the economics around WHY it's important to raise your prices in the first place

Validation – being able to hold firm until the right client comes along to validate your offer and not giving in when your prospect asks for a discount - imagine that scene from Braveheart where Mel Gibson is shouting, “*HOOOOOLLLLLDDD!*” You MUST stand resolute and firm

Time – you are so desperate for money that rush from one sale to the next, whatever the cost. You MUST leverage **TIME** whilst you validate your new offer

If you implement the **MVT Pricing Framework**, you'll start winning at this game.

And by the way, pricing is just ONE element of the Fearless Business Model, in total there are **3 Core Pillars** that go into making Business Owners Fearless.

I've created a free 27-minute training that walks you through all three elements including several case studies of how I help my private members

[Click here to check it out.](#)

