

## Checklist

# How to raise your fees



Before you start...

### Financial & Personal Wellness

For finances, can I pay my:

- ☐ Personal and professional bills (and on time)?
- ☐ Taxes?
- ☐ Staff at their market value?
- ☐ Retirement fund?

For lifestyle, am I able to:

- ☐ Make time to refresh and recharge?
- ☐ Explore my hobbies and interests?
- ☐ Take time for self-care?
- ☐ Prioritize my family and friends?

When you've committed...

### Planning (8 weeks out)

- ☐ **Evaluate expenses:** Be honest about what you need to run your business effectively
- ☐ **Set goals for growth:** Where would you like to be in one year? Five?
- ☐ **Conduct competitive research:** Check on your local clinics and standard industry fees
- ☐ **Craft a communication plan:** Get your key messaging ready
- ☐ **Prepare for questions:** Lead with transparency
- ☐ **Collaborate with staff:** Communicate your plan clearly to your team to ensure a unified message

### Communication (4-6 weeks out)

Ready to share the news? Great, here's a quick checklist to get started.

- ☐ Draft a client list of who you'd like to contact: past, present, future

Decide on the how:

- |   |  |
|---|--|
| <input type="checkbox"/> Website banners                    | <input type="checkbox"/> Printed signage in-office |
| <input type="checkbox"/> Booking reminders or notifications | <input type="checkbox"/> Newsletters or emails     |
| <input type="checkbox"/> Clinic voicemail messages          | <input type="checkbox"/> Social media              |