NICHOLAS AI

THE PRICING KIT.

The Value Line calculator, the Three Doors template, the proposal and every objection reply from the video.

Open the interactive version (copy buttons, checklists): **How to Price Your First AI Client (Most People Charge Too Little)**

Open Claude: **https://claude.ai/new**

Prompts are in boxes: select the text to copy. All links in this PDF are live.

START HERE

Four steps: price the value (the Value Line), offer three doors, never discount (trade scope), make the first yes small and paid. Anything in [BRACKETS] is yours to replace. All numbers are examples, not promises.

- Stop selling hours. Sell the change.
- Say the price, then stop talking.
- Never send a message the owner has not approved.

THE VALUE LINE

Ask the owner two questions: how many quotes (or invoices, or customers) went quiet last quarter, and what is a typical job worth? Multiply them. Charge a small slice of the first month's value.

STEP	EXAMPLE
Dead quotes	***50***
Typical job	***$8,000***
Value on the table	***$400,000***
Jobs your work brings back	***2***
Value created	***$16,000***
Fee (one-eighth)	***$2,000***
Owner keeps	***$14,000***

Example from the video, not a promise.

TURN TWO NUMBERS INTO THREE PRICES

```
The owner told me [NUMBER] items went quiet last quarter and a typical job is worth [VALUE].
Assume [2] get recovered. Calculate the value created, then propose three prices: a small test
(about 5% of the value), a 30-day pilot (about 12%), and a full month plus a weekly report
(about 20%). Round to clean numbers and show the arithmetic.
```

THE THREE DOORS

DOOR	WHAT IT IS	EXAMPLE PRICE
1	***A small test***	***$750***
2	***A 30-day pilot***	***$2,000***
3	***A full month plus the weekly report***	***$3,500***

With one price the owner decides yes or no. With three they decide which.

PROPOSAL (EDIT THE NAME AND NUMBERS)

```
Hi [NAME], here's what we discussed. Option one is a small test for $750. Option two is the
thirty-day pilot for $2,000. Option three is a full month plus the weekly report for $3,500.
Reply with a number and I'll send the invoice today.
```

PRACTICE WITH CLAUDE

REHEARSE YOUR PRICE

```
Play a skeptical, busy [TRADE] owner named [NAME]. Here are the two numbers from our call:
[NUMBERS]. I will type my price. Push back the way a real owner would: too expensive, can you do
it cheaper, let me think about it, my nephew can do it. After each of my replies, tell me in one
line what I did well and what to fix. Keep going until I say stop.
```

THE FOUR OBJECTION REPLIES

TOO EXPENSIVE

```
I can't lower the fee without lowering the work, so here's the smaller version: [DOOR 1].
```

CAN YOU DO IT CHEAPER?

```
I can do less for less. Which door fits: the test, the pilot or the full month?
```

LET ME THINK ABOUT IT

```
Of course. What would you need to see to decide?
```

MY NEPHEW CAN DO IT

```
He probably can. The question is whether it gets done this month. Want me to take the first
thirty days?
```

None of these lower the price. Each gives the owner a way to say yes.

THE PAID PILOT

Thirty days, paid up front, no contract after. Half up front is the minimum. Never start work before money moves.

INVOICE MESSAGE

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Hi [NAME], here's the invoice for the thirty-day pilot [LINK]. I'll start the day it's paid.
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RAISING YOUR PRICE

- [ ] After three clients, raise the price by a quarter for new clients.
- [ ] A little resistance means you're in the right zone.
- [ ] No pushback for three quotes in a row means you're still too cheap.

YOUR FIRST 48 HOURS

- [ ] Day one: get two numbers from one owner. Multiply them.
- [ ] Have Claude build your three doors from the answer.
- [ ] Day two: send the proposal, then stop talking.
- [ ] If they pick a door, send the invoice the same day.
- [ ] If they go quiet, send one follow-up, then move on.