



**VIRTUAL**  
I N G E N U I T Y , L L C

# From Corporate to Entrepreneurship:

## Pricing Your Services & Making Your Revenue Growth More Predictable

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### Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Deb Boulanger, Business Growth Strategist & Founder of The Launch Lab discuss solopreneurship and the framework for pricing your services to make your revenue growth more predictable.

Deb Boulanger is a Business Growth Strategist & Founder of The Launch Lab. As a business growth expert, she helps 6-figure coaches & consultants grow and scale their businesses to make meeting their revenue and lifestyle goals inevitable. Deb has created a predictable business development process based on her decades of sales, marketing, and product development experience.

Over the last 20 years, Deb has launched dozens of services that have generated hundreds of millions in revenue for her clients and she launched and grew a single division from 0 to \$32 million in 30 months.

Deb applies the same principles multi-billion dollar corporations use to research and refine their processes to help coaches and consultants monetize their hard-won expertise. She is on a mission to close the revenue gap for women entrepreneurs and help you make your vision a reality.

Learn the Return on Advantage framework and how to add more revenue to your business. We discuss the strategy behind pricing your services, how to use the Pricing Calculator, how to tell if you're priced "appropriately" for your market, and how to do so effectively without client pushback.

Listen as we discuss:

- The most common mistakes that women entrepreneurs make.
- How to determine if you are priced "appropriately" for your market.
- The Return on Advantage (ROA) framework and why it is a more effective measurement of impact than Return on Investment (ROI).
- How women in the services sector can add more revenue as solo practitioners and the only ones delivering services.
- Pricing success stories.
- The Pricing Calculator. <https://thegreatdoover.com/?s=pricing+calculator>

We close by asking Deb if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she wished someone had given her when starting her business.

Learn more about The Great Do-Over:

- Website: <http://thegreatdoover.com/>
- Facebook Personal: <https://www.facebook.com/deb.boulanger>
- Facebook Business Page: <https://www.facebook.com/TheGreatDoOver>
- Facebook Group: <https://www.facebook.com/groups/1169288009754487>
- LinkedIn Personal: <https://www.linkedin.com/in/debboulanger-thegreatdo-over/>
- LinkedIn Business: <https://www.linkedin.com/company/life-after-corporate/>
- Instagram Personal: [https://www.instagram.com/deb\\_boulanger/](https://www.instagram.com/deb_boulanger/)
- The Pricing Calculator: <https://thegreatdoover.com/PRICING>

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- Apple Podcast: <https://podcasts.apple.com/us/podcast/the-virtual-ingenuity-business-podcast/id1644909518>
- Spotify: <https://open.spotify.com/show/43s0aubuQOxnjXoqqAnjlp>

You may visit our website at: <https://virtualingenuityllc.com>

Thank you so much for listening!

Let's impact together! [Virtual Ingenuity, LLC](#)