



Price Increase Letter Template

When it comes to increasing your prices, I recommend you also rejig your prices and services slightly, even if that just means you add a different service to the mix.

That kind of softens the blow a bit and makes it look like the price increase is just one part of what you are doing.

I'd also send out a newsletter BEFORE the price increase. Again this reminds your clients of the amazing service you offer, makes them feel like they are part of something more than just another dog walking business, AND if it's got pictures of their dogs in it they'll love it even more.

It's important you don't apologise for the price increase. Tell them you are getting busier all the time and you want to continue to work with, and attract 'the best' clients.

Another way to soften the blow is to increase the prices for new clients more than what you increase for existing clients. So, you can tell them. *'New clients will be paying X, but you, as an existing client, will only be paying Y'*

I've included my price increase letter from 2015. With hindsight that's a little long, but we had a lot of changes happening that I wanted to tell everyone about.

Here's a shorter version you can swipe...

Hi

I'm emailing to let everyone know about a few changes we are making here at Pack Leader Dog Adventures, what we are up to at the moment, and to also inform you I am increasing our prices from the end of this month

First a bit about the business as it runs at the moment.

Then talk about why your service is different and better (think about your USP and signature system)

Then introduce a new service (even just a once a week super-adventure will do) Then tell them the new prices.

Then wrap it up

I hope you agree we still offer great value for money. I have always wanted to offer more than 'a walk around the block' that most other dog walkers offer.

I aim to provide activities for your dogs that give them the physical and mental stimulation they need so they are great all round 'pet dogs'.

Many Thanks Dom

I would communicate this via email, a printed off paper and ink letter which I would leave at their house, AND finally, I'd text them to make sure they received it.

Most of your clients will be fine with this. One or two will moan (but they will probably be the ones who moan at anything)