

## #smallbizchat

2011-07-14 to 2011-07-14  
727 Twitter search results

95 contributors  
501 retweets 309 @replies 113 links

Time	User	Tweet
2011-07-14 12:00 am	<a href="#">BizFinanceForum</a>	Waves to <a href="#">@backngroovemom</a> <a href="#">@MarcREnriquez</a> <b>#smallbizchat</b>
2011-07-14 12:00 am	<a href="#">MarcREnriquez</a>	Waves right back -=] RT <a href="#">@BizFinanceForum</a> : Waves to <a href="#">@backngroovemom</a> <a href="#">@MarcREnriquez</a> <b>#smallbizchat</b>
2011-07-14 12:01 am	<a href="#">denissemarie16</a>	Hi <b>#smallbizchat</b> ! Looking forward to tonight with <a href="#">@bizfinanceforum!</a>
2011-07-14 12:01 am	<a href="#">Manta</a>	Hi everyone! We're looking forward to the chat tonight. <b>#Smallbizchat</b>
2011-07-14 12:01 am	<a href="#">B2BBusinessForm</a>	<a href="#">@SmallBizLady</a> This should be some great info count me in! <b>#smallbizchat</b>
2011-07-14 12:02 am	<a href="#">backngroovemom</a>	hi <a href="#">@denissemarie16</a> --> so exciting that <a href="#">@bizfinanceforum</a> is on <b>#smallbizchat!</b>
2011-07-14 12:02 am	<a href="#">BarryBirkett</a>	Me too! RT <a href="#">@denissemarie16</a> : Hi <b>#smallbizchat</b> ! Looking forward to tonight with <a href="#">@bizfinanceforum!</a>
2011-07-14 12:02 am	<a href="#">BizFinanceForum</a>	Hello <a href="#">@manta</a> <a href="#">@denissemarie16</a> <a href="#">@B2BBusinessForum</a> <b>#smallbizchat</b>
2011-07-14 12:02 am	<a href="#">helenantholis</a>	<a href="#">@Manta</a> Hello again! Hi all, Looking fwd to tonight's chat. <b>#smallbizchat</b>
2011-07-14 12:02 am	<a href="#">gynedoc1</a>	<a href="#">@helenantholis</a> evening Helen, hanging at . Saw on my tweetdeck #bizforum <b>#smallbizchat</b>
2011-07-14 12:02 am	<a href="#">SmallBizLady</a>	Tonight on <b>#SmallBizChat</b> 8PM – we chat live with Nicole Fende <a href="#">@BizFinanceForum</a> <a href="http://bit.ly/sbchat111">http://bit.ly/sbchat111</a> <b>#smallbizchat</b>
2011-07-14 12:02 am	<a href="#">BizFinanceForum</a>	Welcome <a href="#">@BarryBirkett</a> <b>#smallbizchat</b>
2011-07-14 12:03 am	<a href="#">WorkSmartebiz</a>	Hi everyone. Looking foreward to this evening chat as usual.n <b>#smallbizchat</b>
2011-07-14 12:03 am	<a href="#">SmallBizLady</a>	How 2 participate in <b>#SmallBizChat</b> : <a href="http://bit.ly/S797e">http://bit.ly/S797e</a> ; try our prepared <a href="#">@Tweetgrid</a> now <a href="http://bit.ly/sbchat111">http://bit.ly/sbchat111</a> <b>#smallbizchat</b>
2011-07-14 12:03 am	<a href="#">B2BBusinessForm</a>	<a href="#">@SmallBizLady</a> Old school Melinda? <b>#smallbizchat</b>
2011-07-14 12:03 am	<a href="#">SmallBizLady</a>	Welcome to <b>#SmallBizChat</b> , a weekly conversation where emerging small business owners can get answers to their questions. <b>#smallbizchat</b>
2011-07-14 12:03 am	<a href="#">helenantholis</a>	<a href="#">@gynedoc1</a> Hi Martina. Good to see you! <b>#smallbizchat</b>
2011-07-14 12:03 am	<a href="#">BizFinanceForum</a>	Good evening everyone! Happy to be here. <b>#smallbizchat</b>
2011-07-14 12:03 am	<a href="#">SmallBizLady</a>	Welcome to my co-host for the night social media consultant <a href="#">@TaiGoodwin</a> <b>#smallbizchat</b>
2011-07-14 12:04 am	<a href="#">TaiGoodwin</a>	Welcome to <b>#SmallBizChat</b> , a weekly conversation where emerging small business owners can get answers to their questions. <b>#smallbizchat</b>
2011-07-14 12:04 am	<a href="#">SmallBizLady</a>	Q: What's the focus of <b>#Smallbizchat</b> ? A: To end small business failure by helping you succeed as your own boss <b>#smallbizchat</b>
2011-07-14 12:04 am	<a href="#">backngroovemom</a>	RT <a href="#">@marcrenriquez</a> : Waves right back -=] RT <a href="#">@BizFinanceForum</a> :

2011-07-14 12:04 am [MarcREnriquez](#) Waves to [@backngroovemom](#) [@MarcREnriquez](#) **#smallbizchat**

2011-07-14 12:04 am [helenantholis](#) Hey Tai! RT [@SmallBizLady](#): Welcome to my co-host for the night social media consultant [@TaiGoodwin](#) **#smallbizchat**

2011-07-14 12:04 am [backngroovemom](#) [@SmallBizLady](#) [@TaiGoodwin](#) Good evening Tai and Nicole. **#smallbizchat**

2011-07-14 12:04 am [MarcREnriquez](#) RT [@SmallBizLady](#): Q: What's the focus of **#Smallbizchat**? A: To end small business failure by helping you succeed as your own boss **#smallbizchat**

2011-07-14 12:04 am [MarcREnriquez](#) RT [@SmallBizLady](#): Q: What's the focus of **#Smallbizchat**? A: To end small business failure by helping you succeed as your own boss **#smallbizchat**

2011-07-14 12:05 am [TaiGoodwin](#) [@helenantholis](#) [@B2BBusinessForum](#) - Welcome to the chat! **#smallbizchat**

2011-07-14 12:05 am [dheeyann](#) [@BizFinanceForum](#) hello nice to have you **#smallbizchat**

2011-07-14 12:05 am [SmallBizLady](#) We are tweeting live with Nicole Fende [@BizFinanceForum](#) of <http://www.smallbusinessfinanceforum.com/> live on **#smallbizchat**

2011-07-14 12:05 am [JanMBradshaw](#) Hi Everyone, looking forward to this evening chat :) **#SmallBizChat**

2011-07-14 12:05 am [BizFinanceForum](#) Woo Hoo! Live from Illinois, it's the Numbers Whisperer. **#smallbizchat**

2011-07-14 12:05 am [TaiGoodwin](#) [@WorkSmarteBiz](#) and [@gynedoc](#) - Welcome to the chat! **#smallbizchat**

2011-07-14 12:05 am [TaiGoodwin](#) **#smallbizchat**

2011-07-14 12:05 am [ErikaMJones](#) Hey **#smallbizchat** peeps! :)

2011-07-14 12:05 am [backngroovemom](#) I'm getting real-time search results at TweetGrid <http://tweetgrid.com/> **#smallbizchat**

2011-07-14 12:06 am [SmallBizLady](#) Nicole Pricing is such a big challenge Q1: WHAT IS THE FIRST STEP IN PRICING ANY PRODUCT OR SERVICE? **#smallbizchat**

2011-07-14 12:06 am [TaiGoodwin](#) Tonight's going to be awesome with [@BizFinanceForum](#)! I'll be tweeting lots of good stuff for the next hour **#smallbizchat**

2011-07-14 12:06 am [kellymccausey](#) [@SmallBizLady](#) [@TaiGoodwin](#) Good to connect tonight! **#smallbizchat**

2011-07-14 12:06 am [gynedoc1](#) [@TaiGoodwin](#) Thanks Tai **#smallbizchat**

2011-07-14 12:06 am [JanMBradshaw](#) RT [@BizFinanceForum](#): Woo Hoo! Live from Illinois, its the Numbers Whisperer. **#SmallBizChat**

2011-07-14 12:06 am [BizFinanceForum](#) A1: It's a combination of many things but with the small business owner, it's usually due to where we place our priorities. **#smallbizchat**

2011-07-14 12:06 am [SmallBizLady](#) [@ErikaMJones](#) Hey lady **#smallbizchat**

2011-07-14 12:06 am [PersonaAffairs](#) Greetings ladies and gents... **#smallbizchat**

2011-07-14 12:06 am [TaiGoodwin](#) RT [@BizFinanceForum](#): Woo Hoo! Live from Illinois, it's the Numbers Whisperer. **#smallbizchat**

2011-07-14 12:07 am [ZariahsEvents](#) [@SmallBizLady](#) I am anxious for this answer **#smallbizchat**

2011-07-14 12:07 am [TaiGoodwin](#) RT [@SmallBizLady](#): Nicole Pricing is such a big challenge Q1: WHAT IS THE FIRST STEP IN PRICING ANY PRODUCT OR SERVICE? **#smallbizchat**

2011-07-14 12:07 am [SmallBizLady](#) [@dheeyann](#) That is not tonight's topic? **#smallbizchat**

2011-07-14 12:07 am [MarcREnriquez](#) A1: Step 1 to pricing is determining the value of the solution to the market **#smallbizchat**

2011-07-14 12:07 am [BizFinanceForum](#) .A1: Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat**

2011-07-14 12:07 am [CareerAction](#) RT [@taigoodwin](#): Welcome to **#SmallBizChat**, a weekly conversation where emerging small business owners can get answers **#smallbizchat**

2011-07-14 12:07 am [DonGaddyII](#) Locked in to **#SmallBizChat**

2011-07-14 12:07 am [Fierceover50](#) **#smallbizchat**

2011-07-14 12:07 am [TraxlerTees](#) #MantaSMB last night rawked! Let's see how **#smallbizchat** is tonight.

2011-07-14 12:07 am [BarryBirkett](#) [@bizfinanceforum](#): How so, priorities? Where do you start?. **#smallbizchat**

2011-07-14 12:07 am [Resume2Life](#) Need a professionally written resume? **#smallbizchat**

2011-07-14 12:07 am [helenantholis](#) [@TaiGoodwin](#) [@helenantholis](#) [@B2BBusinessForum](#) Thank you. Good to be here. **#smallbizchat**

2011-07-14 12:07 am [thehealthmaven](#) Hi Everyone! **#smallbizchat**

2011-07-14 12:08 am [ZariahsEvents](#) [@SmallBizLady](#) would it be comparing rates with the competitors? **#smallbizchat**

2011-07-14 12:08 am [TaiGoodwin](#) [@kellymccausey](#) Glad to have you on the chat tonight - you too [@JanMBradshaw](#) and [@PersonaAffairs](#) **#smallbizchat**

2011-07-14 12:08 am [JanMBradshaw](#) Q1 Research, Research, Research! **#SmallBizChat**

2011-07-14 12:08 am [BizFinanceForum](#) [@BarryBirkett](#) Sorry first A1 was typo... Newbie mistake **#smallbizchat**

2011-07-14 12:08 am [backngroovemom](#) [@BizFinanceForum](#) if u have several avenues of making \$, how do u determine best one? **#smallbizchat**

2011-07-14 12:08 am [TaiGoodwin](#) RT [@BizFinanceForum](#): .A1: Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat**

2011-07-14 12:08 am [Manta](#) A1: know what your financial margins are and what the value of the product is to the market. **#Smallbizchat**

2011-07-14 12:09 am [BizFinanceForum](#) [@backngroovemom](#) good question. Which one has highest return, lowest risk. **#smallbizchat**

2011-07-14 12:09 am [MarcREnriquez](#) Don't copy competitor pricing models without knowing the value of your solution to the market. **#smallbizchat**

2011-07-14 12:09 am [denissemarie16](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): .A1: Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat**

2011-07-14 12:09 am [PersonaAffairs](#) RT [@SmallBizLady](#): Nicole Pricing is such a big challenge Q1: WHAT IS THE FIRST STEP IN PRICING ANY PRODUCT OR SERVICE? **#smallbizchat**

2011-07-14 12:09 am [TaiGoodwin](#) [@DonGaddyII](#) and [@BarryBirkett](#) - Welcome Back! and Welcome [@TraxlerTees](#) [@Resume2Life](#) **#smallbizchat**

2011-07-14 12:09 am [Manta](#) RT [@MarcREnriquez](#): Dont copy competitor pricing models without knowing the value of your solution to the market. **#Smallbizchat**

2011-07-14 12:09 am [helenantholis](#) Well said re: pricing:RT [@Manta](#): A1: know what your financial margins are + what the value of the product is to the market. **#smallbizchat**

2011-07-14 12:10 am [TaiGoodwin](#) RT [@JanMBradshaw](#): Q1 Research, Research, Research! **#smallbizchat**

2011-07-14 12:10 am [PersonaAffairs](#) RT [@BizFinanceForum](#): .A1: Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat**

2011-07-14 12:10 am [dheeyann](#) [@SmallBizLady](#) first step is to know ur costs n set profit mark up goals **#smallbizchat**

2011-07-14 12:10 am [TaiGoodwin](#) RT [@MarcREnriquez](#): Don't copy competitor pricing models without knowing the value of your solution to the market. **#smallbizchat**

2011-07-14 12:10 am [BarryBirkett](#) We ALL do that! RT [@bizfinanceforum](#): Sorry first A1 was typo...  
Newbie mistake **#smallbizchat**

2011-07-14 12:10 am [Manta](#) [@helenantholis](#) Thanks! **#Smallbizchat**

2011-07-14 12:10 am [WorkSmarteBiz](#) RT [@MarcREnriquez](#): A1: Step 1 to pricing is determining the value of the solution to the market. **#smallbizchat**

2011-07-14 12:11 am [PersonaAffairs](#) So true--> Dont copy competitor pricing models without knowing the value of your solution to the market. (@MarcREnriquez)  
**#smallbizchat**

2011-07-14 12:11 am [tarpsandbeyond](#) **#SmallBizChat** Hi I'm new at chatting, so I'll see how I can keep up.

2011-07-14 12:11 am [SmallBizLady](#) A1 Know your hard (material, labor, shipping) & your soft costs (admin, legal, mkting, insurance, benefits etc) **#smallbizchat**

2011-07-14 12:11 am [DonGaddyII](#) RT [@MarcREnriquez](#) A1: Step 1 to pricing is determining the value of the solution to the market **#smallbizchat**

2011-07-14 12:11 am [TaiGoodwin](#) Hey [@MarcREnriquez](#) - glad to have you back! **#smallbizchat**

2011-07-14 12:11 am [SmallBizLady](#) Q2: WHAT IS THE DIFFERENCE BETWEEN REVENUE AND PROFIT? **#smallbizchat**

2011-07-14 12:11 am [backngroovemom](#) [@BizFinanceForum](#) right! ust have to avoid the big shiny object syndrome and keep our eyes on the numbers **#smallbizchat**

2011-07-14 12:11 am [MarcREnriquez](#) Your competitors may themselves be undervaluing their solutions for lack of effort in research. **#smallbizchat**

2011-07-14 12:11 am [BizFinanceForum](#) A2: This distinction is crucial. Revenue is the total funds you bring in the door. **#smallbizchat**

2011-07-14 12:11 am [InsureurWorldTK](#) RT [@Manta](#): RT [@MarcREnriquez](#): Dont copy competitor pricing models without knowing the value of your solution to the market.  
**#Smallbizchat**

2011-07-14 12:11 am [TaiGoodwin](#) RT [@SmallBizLady](#): Q2: WHAT IS THE DIFFERENCE BETWEEN REVENUE AND PROFIT? **#smallbizchat**

2011-07-14 12:11 am [WorkSmarteBiz](#) RT [@BizFinanceForum](#): Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat**

2011-07-14 12:11 am [BlackDreams](#) RT [@MarcREnriquez](#): Your competitors may themselves be undervaluing their solutions for lack of effort in research.  
**#smallbizchat**

2011-07-14 12:12 am [BizFinanceForum](#) RT [@MarcREnriquez](#): Your competitors may themselves be undervaluing their solutions for lack of effort in research. TRUE!  
**#smallbizchat**

2011-07-14 12:12 am [DonGaddyII](#) RT [@Manta](#) A1: know what your financial margins are and what the value of the product is to the market. **#Smallbizchat**

2011-07-14 12:12 am [helenantholis](#) RT [@SmallBizLady](#): Q2: WHAT IS THE DIFFERENCE BETWEEN REVENUE AND PROFIT? R=Gross; Profit=net **#smallbizchat**

2011-07-14 12:12 am [MarcREnriquez](#) Great to be back -=] RT [@TaiGoodwin](#): Hey [@MarcREnriquez](#) - glad to have you back! **#smallbizchat**

2011-07-14 12:12 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A2: This distinction is crucial. Revenue is the total funds you bring in the door. **#smallbizchat**

2011-07-14 12:12 am [backngroovemom](#) [@BizFinanceForum](#) that was just not ust **#smallbizchat**

2011-07-14 12:12 am [MarcREnriquez](#) RT [@helenantholis](#): RT [@SmallBizLady](#): Q2: WHAT IS THE DIFFERENCE BETWEEN REVENUE AND PROFIT? R=Gross; Profit=net **#smallbizchat**

2011-07-14 12:12 am [PersonaAffairs](#) A1 Know your hard (material, labor, shipping)& your soft costs (admin, legal, mkting, insurance, benefits etc) (@SmallBizLady)  
**#smallbizchat**



2011-07-14 12:12 am [backngroovemom](#) RT [@SmallBizLady](#): Q2: WHAT IS THE DIFFERENCE BETWEEN REVENUE AND PROFIT? **#smallbizchat**

2011-07-14 12:12 am [tjsvariety](#) RT [@BizFinanceForum](#): A1: It's a combination of many things but with the small business owner, it's usually due to where we place our priorities. **#smallbizchat**

2011-07-14 12:13 am [Resume2Life](#) RT [@TaiGoodwin](#): [@DonGaddyII](#) and [@BarryBirkett](#) - Welcome Back! and Welcome [@TraxlerTees](#) [@Resume2Life](#) **#smallbizchat**

2011-07-14 12:13 am [BarryBirkett](#) Agree with setting goals first; then once you know costs & value to market you know if product is viable. **#smallbizchat**

2011-07-14 12:13 am [backngroovemom](#) RT [@BizFinanceForum](#): A2: This distinction is crucial. Revenue is the total funds you bring in the door. **#smallbizchat**

2011-07-14 12:13 am [SmallBizLady](#) RT [@PersonaAffairs](#) So true--> Dont copy competitor pricing w/out knowing the value of ur solution to the mkt ([@MarcREnriquez](#)) **#smallbizchat**

2011-07-14 12:13 am [BizFinanceForum](#) [@backngroovemom](#) Ah yes BSOS! U can't be all things 2 all people **#smallbizchat**

2011-07-14 12:13 am [SmallBizLady](#) RT [@tjsvariety](#): [@SmallBizLady](#) Research the your competitors? **#smallbizchat**

2011-07-14 12:13 am [spylantweet](#) RT [@PersonaAffairs](#): The value of your unique solution (brand) sets your price([@MarcREnriquez](#)) **#smallbizchat**

2011-07-14 12:13 am [TaiGoodwin](#) [@tarpsandbeyond](#) Welcome to the chat! Join in or just watch - lots of good information is shared on **#smallbizchat**

2011-07-14 12:13 am [B2BBusinessForm](#) [@backngroovemom](#) Great question can't wait for the answer **#smallbizchat**

2011-07-14 12:13 am [dheeyann](#) [@SmallBizLady](#) q2 Revenue is profit - cost .. **#smallbizchat**

2011-07-14 12:14 am [WorkSmartebiz](#) Revenue=Income from sales. Profit=Revenue-Income **#smallbizchat**

2011-07-14 12:14 am [BarryBirkett](#) [@taigoodwin](#) Thank you. Great topic tonight for **#smallbizchat**

2011-07-14 12:14 am [tjsvariety](#) RT [@SmallBizLady](#): RT [@PersonaAffairs](#) So true--> Dont copy competitor pricing w/out knowing the value of ur solution to the mkt ([@MarcREnriquez](#)) **#smallbizchat**

2011-07-14 12:14 am [BizFinanceForum](#) [@SmallBizLady](#) [@tjsvariety](#) Absolutely find out what your competitors r doing. Don't follow blindly **#smallbizchat**

2011-07-14 12:14 am [DonGaddyII](#) A1: Value Value Value. Recognize the need, research demand and base your price on value added. Don't be scared. Go for it **#SmallBizChat**

2011-07-14 12:14 am [backngroovemom](#) my problem - RT [@BizFinanceForum](#): [@backngroovemom](#) Ah yes BSOS! U can't be all things 2 all people **#smallbizchat**

2011-07-14 12:14 am [Resume2Life](#) What do employers look for in a resume? **#smallbizchat**

2011-07-14 12:14 am [backngroovemom](#) RT [@BizFinanceForum](#): [@SmallBizLady](#) [@tjsvariety](#) Absolutely find out what your competitors r doing. Don't follow blindly **#smallbizchat**

2011-07-14 12:14 am [BizFinanceForum](#) A2b: Profit is the money left after all biz expenses are paid. Consider it the salary ur biz pays u. **#smallbizchat**

2011-07-14 12:14 am [PersonaAffairs](#) Know your brand and its position in the market. **#smallbizchat**

2011-07-14 12:14 am [DonGaddyII](#) This is keyRT [@MarcREnriquez](#) Don't copy competitor pricing models without knowing the value of your solution to the market. **#smallbizchat**

2011-07-14 12:14 am [WorkSmartebiz](#) Profit=Revenue-Expenses. Sorry about the typo earlier. **#smallbizchat**

2011-07-14 12:15 am [MarcREnriquez](#) RT [@BizFinanceForum](#): A2b: Profit is the money left after all biz expenses are paid. Consider it the salary ur biz pays u.

## #smallbizchat

- 2011-07-14 12:15 am [BarbaraWayman](#) I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**
- 2011-07-14 12:15 am [SmallBizLady](#) Q3: ESTABLISHING A PROFIT STRATEGY SOUNDS LIKE A LOT OF WORK. CAN YOU CREATE ONE QUICKLY AND EASILY? **#smallbizchat**
- 2011-07-14 12:15 am [MarcREnriquez](#) RT [@WorkSmarteBiz](#): Profit=Revenue-Expenses. Sorry about the typo earlier. **#smallbizchat**
- 2011-07-14 12:15 am [BizFinanceForum](#) RT [@DonGaddyII](#): A1: Value Value Value. Recognize the need, research demand and base your price on value added. YES! **#smallbizchat**
- 2011-07-14 12:15 am [backngroovemom](#) RT [@BizFinanceForum](#): A2b: Profit is the money left after all biz expenses are paid. Consider it the salary ur biz pays u. **#smallbizchat**
- 2011-07-14 12:15 am [dannyhanssel](#) [@Resume2Life](#) Quantifiable accomplishments! **#smallbizchat**
- 2011-07-14 12:15 am [thehealthmaven](#) A3 Very important to research the market - turn off the TV, radio, focus on your spreadsheet...& don't panic **#smallbizchat**
- 2011-07-14 12:15 am [GiftJobs](#) [@SmallBizLady](#) Yes! **#smallbizchat**
- 2011-07-14 12:15 am [Chris\\_Eh\\_Young](#) Never set your prices based on your competitors. They probably don't know how to set prices effectively. **#smallbizchat**
- 2011-07-14 12:15 am [backngroovemom](#) like that! RT [@BarbaraWayman](#): I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**
- 2011-07-14 12:16 am [RebeccaQuinn](#) RT [@BarbaraWayman](#): I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**
- 2011-07-14 12:16 am [NowAccounting](#) [@WorkSmarteBiz](#) Profit = Revenue - Expenses. Income and Revenue are basically the same thing. **#smallbizchat**
- 2011-07-14 12:16 am [TaiGoodwin](#) [@Resume2Life](#) Tonight's topic is pricing to generate profit - are you in the right chat? **#smallbizchat**
- 2011-07-14 12:16 am [PersonaAffairs](#) Q3: ESTABLISHING A PROFIT STRATEGY SOUNDS LIKE A LOT OF WORK. CAN YOU CREATE ONE QUICKLY AND EASILY? ([@SmallBizLady](#)) **#smallbizchat**
- 2011-07-14 12:16 am [SmallBizLady](#) RT [@DonGaddyII](#) A1 Value Value Value. Recognize the need, research demand & base ur price on value. Don't be scared. Go for it **#smallbizchat**
- 2011-07-14 12:16 am [BizFinanceForum](#) [@BarbaraWayman](#) Yes that's why I became The Numbers Whisperer with a Feline Side Kick **#smallbizchat**
- 2011-07-14 12:16 am [denissemarie16](#) RT [@backngroovemom](#): like that! RT [@BarbaraWayman](#): I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**
- 2011-07-14 12:16 am [DonGaddyII](#) A1:@harrybeckwith would be great for this convo. Selling the invisible provides a great answer through his Picasso example **#Smallbizchat**
- 2011-07-14 12:17 am [TaiGoodwin](#) Q3: ESTABLISHING A PROFIT STRATEGY SOUNDS LIKE A LOT OF WORK. CAN YOU CREATE ONE QUICKLY AND EASILY? **#smallbizchat**
- 2011-07-14 12:17 am [B2BBusinessForm](#) [@backngroovemom](#) I say just simply ask your client for current price...hhmmm **#smallbizchat**
- 2011-07-14 12:17 am [KendaMorrison](#) RT [@barbarawayman](#): I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**
- 2011-07-14 12:17 am [dannyhanssel](#) A3: Research the market, competitors, demand...is there a quality

premium in this segment? **#smallbizchat**

2011-07-14 12:17 am [backngroovemom](#) RT [@BizFinanceForum](#): [@BarbaraWayman](#) Yes that's why I became The Numbers Whisperer with a Feline Side Kick **#smallbizchat**

2011-07-14 12:17 am [SmallBizLady](#) RT [@BarbaraWayman](#): I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**

2011-07-14 12:17 am [clickwisdom](#) RT [@thehealthmaven](#): A3 Very important to research the market - turn off the TV, radio, focus on your spreadsheet...& don't panic **#smallbizchat**

2011-07-14 12:17 am [BlackDreams](#) A1 You must ask around, figure out what your competition is charging, what ur target market, what they can afford. **#smallbizchat**

2011-07-14 12:17 am [BizFinanceForum](#) If you want 2 meet Fluffy The Finance Feline <http://www.smallbusinessfinanceforum.com/mascot.html> **#smallbizchat**

2011-07-14 12:17 am [BlackDreams](#) RT [@BizFinanceForum](#): .A1: Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat**

2011-07-14 12:17 am [BizFinanceForum](#) A3: Creating a profit strategy is really easy! You only need to answer four questions. **#smallbizchat**

2011-07-14 12:17 am [Feathersssss](#) tuned in to **#smallbizchat** also, they are discussing effective ways on pricing your service/product

2011-07-14 12:17 am [BarbaraWayman](#) [@BizFinanceForum](#) That sounds very original. Now there is no one else like you! **#smallbizchat**

2011-07-14 12:17 am [TaiGoodwin](#) RT [@BarbaraWayman](#): I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**

2011-07-14 12:17 am [SmallBizLady](#) How to participate in **#SmallBizChat** <http://bit.ly/S797e>; join in via tonight's tweetgrid: <http://bitly.com/sbchat111> **#smallbizchat**

2011-07-14 12:18 am [SocialCatalysts](#) RT [@PersonaAffairs](#): Know your brand and its position in the market. **#smallbizchat**

2011-07-14 12:18 am [NowAccounting](#) [@SmallBizLady](#) [@BarbaraWayman](#) part of your pricing strategy is market forces. the big guys always send in spies **#smallbizchat**

2011-07-14 12:18 am [BizFinanceForum](#) A3b: Let's do it now. Profit Q1 - How many hours a week do you want to work? **#smallbizchat**

2011-07-14 12:18 am [SocialCatalysts](#) RT [@Manta](#): RT [@MarcREnriquez](#): Dont copy competitor pricing models without knowing the value of your solution to the market. **#Smallbizchat**

2011-07-14 12:18 am [SmallBizLady](#) Live right now - Interview with financial expert Nicole Fende [@BizFinanceForum](#) <http://bitly.com/sbchat111> **#smallbizchat**

2011-07-14 12:18 am [SocialCatalysts](#) RT [@TaiGoodwin](#): Tonight's going to be awesome with [@BizFinanceForum](#)! I'll be tweeting lots of good stuff for the next hour **#smallbizchat**

2011-07-14 12:18 am [biztherapistpf](#) <http://ow.ly/5E2Zw> RT [@smallbizlady](#): Q2: WHAT IS THE DIFFERENCE BETWEEN REVENUE AND PROFIT? **#smallbizchat**

2011-07-14 12:18 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A3: Creating a profit strategy is really easy! You only need to answer four questions. **#smallbizchat**

2011-07-14 12:18 am [SocialCatalysts](#) RT [@smallbizchat](#): Want to participate in **#smallbizchat**? Here's how: <http://bit.ly/S797e> 8PM ET Tonight

2011-07-14 12:18 am [BizFinanceForum](#) A3c: Profit Q2 - How many weeks in a year do you want to work? **#smallbizchat**

2011-07-14 12:18 am [WorkSmarteBiz](#) [@NowAccounting](#) Yes its all semantics. Revenue, Income used interchangeable. **#smallbizchat**

2011-07-14 12:18 am [Feathersssss](#) RT [@Chris\\_Eh\\_Young](#) Never set your prices based on your

competitors. They probably don't know how to set prices effectively.

**#smallbizchat**

- 2011-07-14 12:18 am [MarcREnriquez](#) [@BarbaraWayman](#) Certainly focus on what makes you unique, but you can't be sure of you're uniqueness w/o eyes on competition  
**#smallbizchat**
- 2011-07-14 12:18 am [JanMBradshaw](#) RT [@SmallBizLady](#): Live right now - Interview with financial expert Nicole Fende [@BizFinanceForum](#) <http://bitly.com/sbchat111>  
**#SmallBizChat**
- 2011-07-14 12:18 am [B2BBusinessForm](#) [@Chris\\_Eh\\_Young](#) is it not all about beating your competitors prices?  
**#smallbizchat**
- 2011-07-14 12:19 am [DonGaddyII](#) Glad to be back Tai! RT [@TaiGoodwin](#) [@DonGaddyII](#) and [@BarryBirkett](#) - Welcome Back! and Welcome [@TraxlerTees](#) [@Resume2Life](#) **#smallbizchat**
- 2011-07-14 12:19 am [angelabelford](#) RT [@BarbaraWayman](#): I say pay less attention to your competitors and focus on whats unique about what you offer **#smallbizchat**
- 2011-07-14 12:19 am [BizFinanceForum](#) [@BarbaraWayman](#) Thanks:) thats the idea **#smallbizchat**
- 2011-07-14 12:19 am [BizFinanceForum](#) A3d: Profit Q3 – What is your target income (i.e. your salary) for the year? **#smallbizchat**
- 2011-07-14 12:19 am [WorkSmarteBiz](#) [@TaiGoodwin](#) [@BizFinanceForum](#) What are those 4 questions?  
**#smallbizchat**
- 2011-07-14 12:19 am [VeeLashae](#) Tuned into **#smallbizchat**. Hope my phone doesn't die before it's over...
- 2011-07-14 12:19 am [PersonaAffairs](#) Great Article to stay...3 Reasons Why I Don't Worry About the Competition <http://ht.ly/5E30p> **#smallbizchat**
- 2011-07-14 12:19 am [TaiGoodwin](#) RT [@SmallBizLady](#): Live right now - Interview with financial expert Nicole Fende [@BizFinanceForum](#) <http://bitly.com/sbchat111>  
**#smallbizchat**
- 2011-07-14 12:19 am [SmallBizLady](#) RT [@pbsmallbusiness](#) Do you need a Small Business Makeover? You only have until July 19th to enter <http://shar.es/HCroM>  
**#smallbizchat**
- 2011-07-14 12:19 am [Feathersssss](#) RT [@BizFinanceForum](#) Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat** | this & this
- 2011-07-14 12:19 am [BlackDreams](#) A3 you can do anything quickly and easily, however to do it well and effectively it might be better to take ur time. **#smallbizchat**
- 2011-07-14 12:19 am [BizFinanceForum](#) A3e: Profit Q4 - What percentage of your time is spent on revenue generating activities? **#smallbizchat**
- 2011-07-14 12:19 am [BarryBirkett](#) [@chris\\_eh\\_young](#) If you ignore competitors' pricing you need a prod suff differentiated in custs' eyes. **#smallbizchat**
- 2011-07-14 12:19 am [BizFinanceForum](#) [@WorkSmarteBiz](#) Just tweeted them out **#smallbizchat**
- 2011-07-14 12:20 am [Chris\\_Eh\\_Young](#) If you don't get price objections, you're priced too low. If you get many objections, you're not providing enough value. **#smallbizchat**
- 2011-07-14 12:20 am [MattSMansfield](#) RT [@BizFinanceForum](#): A3e: Profit Q4 - What percentage of your time is spent on revenue generating activities? **#smallbizchat**
- 2011-07-14 12:20 am [denissemarie16](#) Very true - do a competition analysis on a regular basis.  
**#smallbizchat** RT [@marcrenriquez](#): [@BarbaraWayman](#) Certainly focus on what makes...
- 2011-07-14 12:20 am [Feathersssss](#) RT [@PersonaAffairs](#): Great Article to stay...3 Reasons Why I Don't Worry About the Competition <http://ht.ly/5E30p> **#smallbizchat**
- 2011-07-14 12:20 am [BlackDreams](#) RT [@NowAccounting](#): [@WorkSmarteBiz](#) Profit = Revenue - Expenses. Income and Revenue are basically the same thing.



## #smallbizchat

- 2011-07-14 12:20 am [Chris\\_Eh\\_Young](#) [@BarryBirkett](#) I'm saying don't base your prices on competitor's pricing alone. Do your own homework. #smallbizchat
- 2011-07-14 12:20 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A3b: Profit Q1 - How many hours a week do you want to work? #smallbizchat
- 2011-07-14 12:20 am [backngroovemom](#) [@BizFinanceForum](#) when you put it that way - 4 easy Q's to find profit strategy - it is easy! #smallbizchat
- 2011-07-14 12:20 am [Featherssssss](#) RT [@Chris\\_Eh\\_Young](#): If you don't get price objections, you're priced too low. If you get many objections, you're not providing enough value. #smallbizchat
- 2011-07-14 12:20 am [BizFinanceForum](#) RT [@Chris\\_Eh\\_Young](#): If you don't get price objections, u're priced too low. If u get many objections,not enough value.SO TRUE! #smallbizchat
- 2011-07-14 12:20 am [BlackDreams](#) RT [@MattSMansfield](#): RT [@BizFinanceForum](#): A3e: Profit Q4 - What percentage of your time is spent on revenue generating activities? #smallbizchat
- 2011-07-14 12:20 am [WorkSmartebiz](#) Should your profit margin not include a markup above the salary you want so you can continue to fund your business expenses? #smallbizchat
- 2011-07-14 12:21 am [SmallBizLady](#) Get help with your numbers? Grab my "Are You Ready to Become Your Own Boss?" workbook. <http://t.co/DvHRQQ8> #smallbizchat
- 2011-07-14 12:21 am [BizFinanceForum](#) [@MattSMansfield](#) Glad you made it! #smallbizchat
- 2011-07-14 12:21 am [BarbaraWayman](#) RT [@PersonaAffairs](#): Great Article to stay...3 Reasons Why I Don't Worry About the Competition <http://ht.ly/5E30p> #smallbizchat
- 2011-07-14 12:21 am [denissemarie16](#) RT [@BizFinanceForum](#): RT [@Chris\\_Eh\\_Young](#): If you don't get price objections, u're priced too low. If u get many objections,not enough value.SO TRUE! #smallbizchat
- 2011-07-14 12:21 am [TaiGoodwin](#) RT [@Chris\\_Eh\\_Young](#): If you don't get price objections, you're priced too low... #smallbizchat
- 2011-07-14 12:21 am [PersonaAffairs](#) [@TaiGoodwin](#) So happy to be here #smallbizchat
- 2011-07-14 12:21 am [BizFinanceForum](#) [@backngroovemom](#) Because it IS easy. And fun :) #smallbizchat
- 2011-07-14 12:21 am [cedricluma](#) [@SmallBizLady](#) profitability strategy or sustainability strategy ? #smallbizchat
- 2011-07-14 12:21 am [dheeyann](#) [@Chris\\_Eh\\_Young](#) true do ur homework is an essential part in pricin #smallbizchat
- 2011-07-14 12:21 am [TheMogulista](#) RT [@TaiGoodwin](#): Tonight's going to be awesome with [@BizFinanceForum](#)! I'll be tweeting lots of good stuff for the next hour #smallbizchat
- 2011-07-14 12:22 am [BlackDreams](#) [@Featherssssss](#) thanks for the article... #smallbizchat
- 2011-07-14 12:22 am [TaiGoodwin](#) [@MattSMansfield](#) Hey Matt - glad you could make the chat tonight! #smallbizchat
- 2011-07-14 12:22 am [SocialCatalysts](#) Follow: #SmallBizChat [@SmallBizChat](#) -- 8pm ET Wed's -- Always Great Perspectives, Advice, #Entrepreneur Networking! #SmallBiz #BI #StartUp
- 2011-07-14 12:22 am [B2BBusinessForm](#) [@Chris\\_Eh\\_Young](#) I agree! #smallbizchat
- 2011-07-14 12:22 am [backngroovemom](#) [@BizFinanceForum](#) what do you recommend to someone who needs a bit of "hand holding" when it comes to finance? #smallbizchat
- 2011-07-14 12:22 am [Chris\\_Eh\\_Young](#) Instead of being in line with pricing. Stand out with better service, product, value. #smallbizchat
- 2011-07-14 12:22 am [MattSMansfield](#) RT [@TaiGoodwin](#): [@MattSMansfield](#) Hey Matt - glad you could

2011-07-14 12:22 am [thehealthmaven](#) make the chat tonight! > Howdy! **#smallbizchat**

2011-07-14 12:22 am [SmallBizLady](#) [@MattSMansfield](#) heya, Matt **#smallbizchat**

2011-07-14 12:22 am [helenantholis](#) RT [@WorkSmarteBiz](#) we're coming to this question... hang on **#smallbizchat**

2011-07-14 12:22 am [MarcREnriquez](#) [@cedricluma](#) [@SmallBizLady](#) Interesting distinction. **#smallbizchat**

2011-07-14 12:22 am [MattSMansfield](#) B/c ppl avg only 1/3 of time spent as productive, multiply what u believe ur hours should be worth to hit income targets by 3 **#smallbizchat**

2011-07-14 12:22 am [SmallBizLady](#) RT [@thehealthmaven](#): [@MattSMansfield](#) heya, Matt > Hello! **#smallbizchat**

2011-07-14 12:23 am [BarryBirkett](#) RT [@cedricluma](#): profitability strategy or sustainability strategy? **#smallbizchat**

2011-07-14 12:23 am [TheMogulista](#) [@chris\\_eh\\_young](#) Agree there, but if you're selling identical widgets you won't get far with a higher price. **#smallbizchat**

2011-07-14 12:23 am [TaiGoodwin](#) RT [@Chris\\_Eh\\_Young](#): Instead of being in line with pricing. Stand out with better service, product, value. **#smallbizchat**

2011-07-14 12:23 am [NowAccounting](#) RT [@Chris\\_Eh\\_Young](#): Instead of being in line with pricing. Stand out with better service, product, value. **#smallbizchat**

2011-07-14 12:23 am [BizFinanceForum](#) [@backgroovemom](#) [@BizFinanceForum](#) I recommend that if they need hand holding on finance to hire me **#smallbizchat**

2011-07-14 12:23 am [PersonaAffairs](#) Can and should b both RT [@cedricluma](#): profitability strategy or sustainability strategy? **#smallbizchat**

2011-07-14 12:23 am [TheMogulista](#) I agree-->Instead of being in line with pricing. Stand out with better service, product, value. (@Chris\_Eh\_Young) **#smallbizchat**

2011-07-14 12:24 am [Chris\\_Eh\\_Young](#) RT [@Chris\\_Eh\\_Young](#): If you don't get price objections, you're priced too low. If you get many objections, you're not providing enough value. **#smallbizchat**

2011-07-14 12:24 am [BizFinanceForum](#) [@BarryBirkett](#) Not necessarily. Toyota Matrix vs Pontiac Vibe. Exact same car \$5000 difference. **#smallbizchat**

2011-07-14 12:24 am [dheeyann](#) [@backgroovemom](#) Find a profit coach or finance expert that knows small biz and u trust **#smallbizchat**

2011-07-14 12:24 am [SBSDigitally](#) [@WorkSmarteBiz](#) it should but it should follow some guidelines and ur mission or u will make too much of ur biz **#smallbizchat**

2011-07-14 12:24 am [WorkSmarteBiz](#) RT [@Chris\\_Eh\\_Young](#): Instead of being in line with pricing. Stand out with better service, product, value. **#smallbizchat**

2011-07-14 12:24 am [SmallBizLady](#) RT [@TaiGoodwin](#): RT [@Chris\\_Eh\\_Young](#): Instead of being in line with pricing. Stand out with better service, product, value. **#smallbizchat**

2011-07-14 12:24 am [thehealthmaven](#) [@NowAccounting](#) We do commercials at the end. **#smallbizchat**

2011-07-14 12:24 am [TheMogulista](#) If finance makes u nervous - find someone who can mentor, take a course - Empower self to b successful- don't avoid finances! **#smallbizchat**

2011-07-14 12:25 am [SmallBizLady](#) Taking notes. **#SmallBizChat**

2011-07-14 12:25 am [backgroovemom](#) Q4: ONCE A BUSINESS OWNER OR ENTREPRENEUR HAS THESE FOUR NUMBERS, WHAT DO THEY DO WITH THEM? **#smallbizchat**

2011-07-14 12:25 am [MattSMansfield](#) the trust is key RT [@BizFinanceForum](#): Find a profit coach or finance expert that knows small biz and u trust **#smallbizchat**

2011-07-14 12:25 am [SmallBizLady](#) [@backgroovemom](#) Find a profit coach or finance expert that knows small biz and u trust > I recommend [@BizFinanceForum](#) !

2011-07-14 12:25 am [MarcREnriquez](#) **#smallbizchat** RT [@thehealthmaven](#): If finance makes u nervous - find someone who can mentor, take a course - Empower self to b successful- don't avoid finances! **#smallbizchat**

2011-07-14 12:25 am [denissemarie16](#) A great bookkeeper [@yourbookkeeper](#) and finance expert!  
**#smallbizchat** RT [@bizfinanceforum](#): [@backngroovemom](#) Find a profit coach or finance...

2011-07-14 12:25 am [angelabelford](#) RT [@SmallBizLady:Live](#) now-Interview w/financial expert Nicole Fende [@BizFinanceForum](#) <http://bitly.com/sbchat111> **#SmallBizChat**  
**#smallbizchat**

2011-07-14 12:25 am [angelabelford](#) RT [@SmallBizLady:Live](#) now-Interview w/financial expert Nicole Fende [@BizFinanceForum](#) <http://bitly.com/sbchat111> **#SmallBizChat**  
**#smallbizchat**

2011-07-14 12:25 am [ZariahsEvents](#) [@TheMogulista](#) I'm finding that some people will object just to get something for nothing **#smallbizchat**

2011-07-14 12:25 am [BizFinanceForum](#) A4: Use this Formula (Target Income)

2011-07-14 12:25 am [BarryBirkett](#) [@rebeccaquinn](#): [@BarbaraWayman](#): Yes, differentiate your prod/svc to justify your own pricing! **#smallbizchat**

2011-07-14 12:25 am [JanMBradshaw](#) Absolutely! RT [@BizFinanceForum](#): [@backngroovemom](#) Find a profit coach or finance expert that knows small biz and u trust  
**#SmallBizChat**

2011-07-14 12:25 am [dannyhanssel](#) For services, a rule of thumb...charge double the hourly rate of your last salary **#smallbizchat**

2011-07-14 12:25 am [TaiGoodwin](#) Q4: ONCE A BUSINESS OWNER OR ENTREPRENEUR HAS THESE FOUR NUMBERS, WHAT DO THEY DO WITH THEM?  
**#smallbizchat**

2011-07-14 12:25 am [thompsonsarahb](#) **#smallbizchat** I'm dropping in hi all hope you are having a stellar night

2011-07-14 12:25 am [BizFinanceForum](#) A4b: Example: \$100K Income, 40hrs/week, 50wks/year, 50% put in formula \$100,000

2011-07-14 12:25 am [backngroovemom](#) RT [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:25 am [PersonaAffairs](#) Q4: ONCE A BUSINESS OWNER OR ENTREPRENEUR HAS THESE FOUR NUMBERS, WHAT DO THEY DO WITH THEM? (@SmallBizLady) **#smallbizchat**

2011-07-14 12:26 am [BizFinanceForum](#) A4c: U need to earn NET OF EXPENSES \$100/hour when you are engaged in a revenue generating activity **#smallbizchat**

2011-07-14 12:26 am [BigDaddyKreativ](#) RT [@Chris\\_Eh\\_Young](#): Instead of being in line with pricing. Stand out with better service, product, value. **#smallbizchat**

2011-07-14 12:26 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:26 am [cedricluma](#) A3: I think it easy only if the product serves a need and has a precise market.. **#smallbizchat**

2011-07-14 12:26 am [denissemarie16](#) Easy! RT [@bizfinanceforum](#): A4: Use this Formula (Target Income)

2011-07-14 12:26 am [Chris\\_Eh\\_Young](#) RT [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:26 am [TheMogulista](#) RT [@Feathersssss](#): RT [@BizFinanceForum](#) Set your profit goals. If u don't know where u r going, how can u get there? **#smallbizchat** | this & this

2011-07-14 12:26 am [Manta](#) RT [@thehealthmaven](#): If finance makes u nervous - find someone who can mentor, take a course - Empower self to b successful-  
**#Smallbizchat**

2011-07-14 12:26 am [SmallBizLady](#) RT [@Chris\\_Eh\\_Young](#): If you don't get price objections, you're priced

2011-07-14 12:26 am [BlackDreams](#) too low... **#smallbizchat**  
[@Chris\\_Eh\\_Young](#) it's a good thing 2 know what ur competition is charging. Because if not u might b pricing out of ur market.  
**#smallbizchat**

2011-07-14 12:26 am [NowAccounting](#) [@thehealthmaven](#) accountants are like drs for companies. you can self diagnose but it can be too late. **#smallbizchat #smallbizchat**

2011-07-14 12:26 am [backngroovemom](#) [@BizFinanceForum](#) well...it is awesome that I found you re: profit coach to trust **#smallbizchat**

2011-07-14 12:26 am [SmallBizLady](#) RT [@BizFinanceForum](#): A4c: U need to earn NET OF EXPENSES \$100/hour when you are engaged in a revenue generating activity  
**#smallbizchat**

2011-07-14 12:26 am [TaiGoodwin](#) RT [@thehealthmaven](#): If finance makes u nervous - find someone who can mentor, take a course - Empower self to b successful  
**#smallbizchat**

2011-07-14 12:27 am [PersonaAffairs](#) A4: Use this Formula (Target Income)

2011-07-14 12:27 am [MoneyChatLive](#) [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:27 am [TheMogulista](#) RT [@BarryBirkett](#): Agree with setting goals first; then once you know costs & value to market you know if product is viable. **#smallbizchat**

2011-07-14 12:27 am [BizFinanceForum](#) [@cedricluma](#) Yes and if it doesn't you should revisit target market  
**#smallbizchat**

2011-07-14 12:27 am [BlackDreams](#) RT [@Chris\\_Eh\\_Young](#): If you don't get price objections, you're priced too low. If you get many objections, you're not providing enough value. **#smallbizchat**

2011-07-14 12:27 am [TaiGoodwin](#) RT [@backngroovemom](#): [@BizFinanceForum](#) well...it is awesome that I found you re: profit coach to trust **#smallbizchat**

2011-07-14 12:27 am [SmallBizLady](#) RT [@BizFinanceForum](#) A4: 4 Pricing Use this Formula (Target Income)

2011-07-14 12:27 am [BizFinanceForum](#) [@backngroovemom](#) Thanks :) **#smallbizchat**

2011-07-14 12:27 am [Chris\\_Eh\\_Young](#) [@BlackDreams](#) You need to know, you don't need to follow them. When you price higher you attract different clientelle. **#smallbizchat**

2011-07-14 12:27 am [BlackDreams](#) RT [@Manta](#): RT [@thehealthmaven](#): If finance makes u nervous - find someone who can mentor, take a course - Empower self to b successful- **#Smallbizchat**

2011-07-14 12:27 am [DorethiaConner](#) RT [@BarryBirkett](#): Agree with setting goals first; then once you know costs & value to market you know if product is viable. **#smallbizchat**

2011-07-14 12:27 am [BarbaraWayman](#) RT [@PersonaAffairs](#): A4: Use this Formula (Target Income)

2011-07-14 12:27 am [BlackDreams](#) RT [@PersonaAffairs](#): A4: Use this Formula (Target Income)

2011-07-14 12:27 am [thompsonsarahb](#) RT [@TaiGoodwin](#): RT [@thehealthmaven](#): If finance makes u nervous - find someone who can mentor, take a course - Empower self to b successful **#smallbizchat**

2011-07-14 12:27 am [helenantholis](#) [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:28 am [PersonaAffairs](#) A4b: Example: \$100K Income, 40hrs/week, 50wks/year, 50% put in formula \$100,000

2011-07-14 12:28 am [RebeccaQuinn](#) [@BarryBirkett](#) Thx for RT! It's all about value and how people perceive you. n **#smallbizchat**

2011-07-14 12:28 am [MarcREnriquez](#) RT [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:28 am [SmallBizLady](#) Q5: YOUR METHODOLOGY TO CREATE A PROFIT STRATEGY SEEMS EASY, ALMOST TOO EASY. WHAT'S THE CATCH?  
**#smallbizchat**

2011-07-14 12:28 am [TheMogulista](#) RT [@MoneyChatLive](#): [@BizFinanceForum](#): A4: Use this Formula



(Target Income)

- 2011-07-14 12:28 am [soul\\_whispers](#) [@Chris\\_Eh\\_Young](#) keep the tweets coming, good info  
**#smallbizchat**
- 2011-07-14 12:28 am [SweetieBerry](#) RT [@SmallBizLady](#): RT [@cedricluma](#): profitability strategy or sustainability strategy? **#smallbizchat**
- 2011-07-14 12:28 am [helenantholis](#) A4b: Example: \$100K Income, 40hrs/week, 50wks/year, 50% put in formula \$100,000
- 2011-07-14 12:28 am [PersonaAffairs](#) A4c: U need to earn NET OF EXPENSES \$100/hour when you are engaged in a revenue generating activity ([@BizFinanceForum](#))  
**#smallbizchat**
- 2011-07-14 12:28 am [BizFinanceForum](#) A5: Garbage in, garbage out. Is an 80 hour work week realistic?  
**#smallbizchat**
- 2011-07-14 12:28 am [triciamckellar](#) [@BizFinanceForum](#) Enjoying the **#smallbizchat**! Can you tell me more about what kinds of activities are revenue generating vs not?
- 2011-07-14 12:28 am [TaiGoodwin](#) Q5: YOUR METHODOLOGY TO CREATE A PROFIT STRATEGY SEEMS EASY, ALMOST TOO EASY. WHAT'S THE CATCH?  
**#smallbizchat**
- 2011-07-14 12:28 am [BlackDreams](#) [@PersonaAffairs](#) like the formula!! Think I might have learned that in business school! Thx for the reminder. **#smallbizchat**
- 2011-07-14 12:28 am [BigDaddyKreativ](#) RT [@soul\\_whispers](#): [@Chris\\_Eh\\_Young](#) keep the tweets coming, good info **#smallbizchat**
- 2011-07-14 12:28 am [BizFinanceForum](#) A5b: If you assume 80 and only work 40 hour you will only earn half your profit goal. **#smallbizchat**
- 2011-07-14 12:28 am [MoneyChatLive](#) Great tips on creating a profit strategy for your biz on **#smallbizchat**
- 2011-07-14 12:29 am [PersonaAffairs](#) Q5: YOUR METHODOLOGY TO CREATE A PROFIT STRATEGY SEEMS EASY, ALMOST TOO EASY. WHATS THE CATCH? ([@SmallBizLady](#)) **#smallbizchat**
- 2011-07-14 12:29 am [MarcREnriquez](#) A4: Rely on systems to allow you to focus on work that is valued high enough to meet your income targets. **#smallbizchat**
- 2011-07-14 12:29 am [WorkSmarteBiz](#) [@NowAccounting](#) [@thehealthmaven](#). The DIY stuff is not always great 4 one's business. Better to outsource to a VA. **#smallbizchat**
- 2011-07-14 12:29 am [Chris\\_Eh\\_Young](#) [@soul\\_whispers](#) Join in, lots of solid biz advice here. **#smallbizchat**
- 2011-07-14 12:29 am [BlackDreams](#) [@Chris\\_Eh\\_Young](#) very true! **#smallbizchat**
- 2011-07-14 12:29 am [BizFinanceForum](#) [@triciamckellar](#) Good q. Quick litmus test: Is someone paying me to do it? **#smallbizchat**
- 2011-07-14 12:29 am [SmallBizLady](#) Q6: ONCE WE HAVE OUR PROFIT STRATEGY, WHAT IS THE NEXT STEP IN PROFITABLE PRICING? **#smallbizchat**
- 2011-07-14 12:29 am [TaiGoodwin](#) RT [@MoneyChatLive](#): Great tips on creating a profit strategy for your biz on **#smallbizchat**
- 2011-07-14 12:29 am [BarbaraWayman](#) [@BarryBirkett](#) - exactly. **#smallbizchat**
- 2011-07-14 12:29 am [NowAccounting](#) [@WorkSmarteBiz](#) [@NowAccounting](#) [@thehealthmaven](#) I agree #outsourcing is the future of small biz **#smallbizchat**
- 2011-07-14 12:29 am [RebeccaQuinn](#) RT [@NowAccounting](#) [@thehealthmaven](#) accountants are like drs for companies. you can self diagnose but it can be too late.  
**#smallbizchat**
- 2011-07-14 12:30 am [Featherssssss](#) RT [@MoneyChatLive](#): Great tips on creating a profit strategy for your biz on **#smallbizchat**
- 2011-07-14 12:30 am [thehealthmaven](#) RT [@PersonaAffairs](#): A4c: U need 2 earn NET OF EXPENSES \$100/hour when engaged in revenue generating activity ([@BizFinanceForum](#)) **#smallbizchat**

2011-07-14 12:30 am [MattSMansfield](#) RT [@TaiGoodwin](#): RT [@MoneyChatLive](#): Great tips on creating a profit strategy for your biz on **#smallbizchat**

2011-07-14 12:30 am [helenantholis](#) RT [@MarcREnriquez](#): A4: Rely on systems to allow you to focus on work that is valued high enough to meet your income targets. **#smallbizchat**

2011-07-14 12:30 am [pspringer](#) Value based pricing vs. Cost based pricing is very different. Make sure you know which u r doing and why! **#smallbizchat**

2011-07-14 12:30 am [angelabelford](#) [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:30 am [MoneyChatLive](#) [@BizFinanceForum](#) great point about setting realistic profit goals based on your business, hours worked, etc. **#smallbizchat**

2011-07-14 12:30 am [TaiGoodwin](#) RT [@SmallBizLady](#): Q6: ONCE WE HAVE OUR PROFIT STRATEGY, WHAT IS THE NEXT STEP IN PROFITABLE PRICING? **#smallbizchat**

2011-07-14 12:30 am [BizFinanceForum](#) RT [@WorkSmartebiz](#): [@NowAccounting](#) [@thehealthmaven.DIY](#) stuff is not always great 4 one's business. Better to outsource to a VA. **#smallbizchat**

2011-07-14 12:30 am [Featherssssss](#) RT [@BizFinanceForum](#) If you assume 80 and only work 40 hour you will only earn half your profit goal. **#smallbizchat** | POW!

2011-07-14 12:30 am [MarcREnriquez](#) RT [@pspringer](#): Value based pricing vs. Cost based pricing is very different. Make sure you know which u r doing and why! **#smallbizchat**

2011-07-14 12:30 am [Manta](#) RT [@pspringer](#): Value based pricing vs. Cost based pricing is very different. Make sure you know which u r doing and why! **#Smallbizchat**

2011-07-14 12:30 am [cedricluma](#) pricing is a component of the entire profitability strategy... right ? **#smallbizchat**

2011-07-14 12:31 am [Chris Eh Young](#) RT [@pspringer](#): Value based pricing vs. Cost based pricing is very different. Make sure you know which u r doing and why! **#smallbizchat**

2011-07-14 12:31 am [BizFinanceForum](#) [@MoneyChatLive](#) If ur assumptions are off, you'll never achieve ur goals **#smallbizchat**

2011-07-14 12:31 am [TaiGoodwin](#) RT [@pspringer](#): Value based pricing vs. Cost based pricing is very different. Make sure you know which u r doing and why! **#smallbizchat**

2011-07-14 12:31 am [helenantholis](#) RT [@pspringer](#): Value based pricing vs. Cost based pricing is very different. Make sure you know which u r doing and why! **#smallbizchat**

2011-07-14 12:31 am [ZariahsEvents](#) If you assume 80 and only work 40 hour you will only earn half your profit goal. POW! **#smallbizchat**

2011-07-14 12:31 am [SweetieBerry](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A4: Use this Formula (Target Income)

2011-07-14 12:31 am [JanMBradshaw](#) RT [@thehealthmaven.DIY](#) stuff is not always great 4 one's business. Better to outsource to a VA. **#SmallBizChat**

2011-07-14 12:31 am [Orange27](#) RT [@DorethiaConner](#): RT [@BarryBirkett](#): Agree with setting goals first; then once you know costs & value to market you know if product is viable. **#smallbizchat**

2011-07-14 12:31 am [backngroovemom](#) RT [@BizFinanceForum](#): [@MoneyChatLive](#) If ur assumptions are off, you'll never achieve ur goals **#smallbizchat**

2011-07-14 12:32 am [BizFinanceForum](#) [@pspringer](#) Value vs. Cost pricing is very important. This method gives minimum only. **#smallbizchat**

2011-07-14 12:32 am [SmallBizLady](#) [@triciamckellar](#) revenue generating activities are ones that you can bill for or generate additional income like writing a book  
**#smallbizchat**

2011-07-14 12:32 am [MarcREnriquez](#) I'd add: will this result in some1 paying me? RT [@BizFinanceForum](#): Quick litmus test: Is someone paying me to do it? **#smallbizchat**

2011-07-14 12:32 am [dheeyann](#) [@pspringer](#) good questions please elaborate **#smallbizchat**

2011-07-14 12:32 am [BizFinanceForum](#) [@Feathersssss](#) Love it POW! Glad u could make it **#smallbizchat**

2011-07-14 12:32 am [NowAccounting](#) [@TaiGoodwin](#) [@pspringer](#) Cost should be your floor value your ceiling. **#smallbizchat**

2011-07-14 12:32 am [helenantholis](#) RT [@BizFinanceForum](#): [@pspringer](#) Value vs. Cost pricing is very important. This method gives minimum only. **#smallbizchat**

2011-07-14 12:32 am [TaiGoodwin](#) RT [@SmallBizLady](#): Revenue generating activities are ones that you can bill for or generate additional income like writing a bk  
**#smallbizchat**

2011-07-14 12:32 am [MoneyChatLive](#) RT [@PersonaAffairs](#): A4c: U need 2 earn NET OF EXPENSES \$100/hr when engaged in rev. generating activity [@BizFinanceForum](#)  
**#smallbizchat**

2011-07-14 12:32 am [BizFinanceForum](#) RT [@MarcREnriquez](#): I'd add: will this result in some1 paying me? RT [@BizFinanceForum](#): : Is someone paying me to do it? EXACTLY  
**#smallbizchat**

2011-07-14 12:33 am [BizFinanceForum](#) A6: Every profitable price is based three building blocks; time, expenses, and profit. **#smallbizchat**

2011-07-14 12:33 am [BizFinanceForum](#) A6b: Think of your price like a house. U could build a house with no bathroom, but who would buy it? **#smallbizchat**

2011-07-14 12:33 am [BlackDreams](#) RT [@soul\\_whispers](#): [@Chris\\_Eh\\_Young](#) keep the tweets coming, good info **#smallbizchat**

2011-07-14 12:33 am [denissemarie16](#) RT [@BizFinanceForum](#): A6: Every profitable price is based three building blocks; time, expenses, and profit. **#smallbizchat**

2011-07-14 12:33 am [Chris\\_Eh\\_Young](#) Don't just focus on revenue generating activities. Focus on your highest yield activities and outsource the low-yield ones.  
**#smallbizchat**

2011-07-14 12:33 am [TaiGoodwin](#) RT [@ZariahsEvents](#): If you assume 80 and only work 40 hour you will only earn half your profit goal. POW! **#smallbizchat**

2011-07-14 12:33 am [BizFinanceForum](#) A6c: How much time will ur product take to create? Or time ur service requires to be completed? **#smallbizchat**

2011-07-14 12:33 am [helenantholis](#) Good point, Pam. [@pspringer](#) Cost should be your floor value your ceiling. **#smallbizchat**

2011-07-14 12:33 am [MarcREnriquez](#) The highest value work you can do is in #marketing your business. It's the single biggest contributor to your income. **#smallbizchat**

2011-07-14 12:33 am [BizFinanceForum](#) A6d: What expenses do you have? \*Major Profit Pitfall. Underestimating Expenses.\* **#smallbizchat**

2011-07-14 12:33 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A6: Every profitable price is based three building blocks; time, expenses, and profit. **#smallbizchat**

2011-07-14 12:33 am [BlackDreams](#) RT [@NowAccounting](#) [@TaiGoodwin](#) [@pspringer](#) Cost should be your floor value your ceiling. **#smallbizchat** (like it!)

2011-07-14 12:34 am [WorkSmartebiz](#) RT [@BizFinanceForum](#): A6: Every profitable price is based three building blocks; time, expenses, and profit. **#smallbizchat**

2011-07-14 12:34 am [backngroovemom](#) [@BizFinanceForum](#) what about bartering? **#smallbizchat**

2011-07-14 12:34 am [thezenmonkey](#) RT [@Chris\\_Eh\\_Young](#): Instead of being in line with pricing. Stand out with better service, product, value. **#smallbizchat**

2011-07-14 12:34 am [SmallBizLady](#) RT [@BizFinanceForum](#): A6d: What expenses do you have? \*Major Profit Pitfall. Underestimating Expenses.\* **#smallbizchat**

2011-07-14 12:34 am [BizFinanceForum](#) A6e: What is your target business profit margin? I recommend starting with at least 10% **#smallbizchat**

2011-07-14 12:34 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A6d: What expenses do you have? \*Major Profit Pitfall. Underestimating Expenses.\* **#smallbizchat**

2011-07-14 12:34 am [helenantholis](#) RT [@MarcREnriquez](#): The highest value work you do is in #marketing ur business. Its single biggest contributor to your income. **#smallbizchat**

2011-07-14 12:34 am [WorkSmartebiz](#) RT@[MarcREnriquez](#): The highest value work you can do is in #marketing your buiz. Its the single biggest contributor to income. **#smallbizchat**

2011-07-14 12:34 am [JFeskorn](#) Know your business model... cost based pricing helps to get foot in door with value based pricing adjusted once established **#smallbizchat**

2011-07-14 12:34 am [SmallBizLady](#) RT [@BizFinanceForum](#): A6e: What is your target business profit margin? I recommend starting with at least 10% **#smallbizchat**

2011-07-14 12:34 am [PeachSocialites](#) RT [@PersonaAffairs](#): Great Article to stay...3 Reasons Why I Don't Worry About the Competition <http://ht.ly/5E30p> **#smallbizchat**

2011-07-14 12:35 am [SocialCatalysts](#) Women's Networking! <http://t.co/fyJuzMh> [@CareerFinesse](#) [@SocialCatalysts](#) #eWN2011 #Women #Womyn #Wimmin #Entrepreneur #StartUp **#smallbizchat**

2011-07-14 12:35 am [DorethiaConner](#) RT [@SmallBizLady](#): [@triciamckellar](#) rev generating activities are ones you can bill 4 or generate add'l \$\$ - ie. writing a book **#smallbizchat**

2011-07-14 12:35 am [PeachSocialites](#) RT [@Feathersssss](#): RT [@Chris\\_Eh\\_Young](#) Never set your prices based on your competitors. They probably don't know how to set prices effectively. **#smallbizchat**

2011-07-14 12:35 am [BizFinanceForum](#) [@backngroovemom](#) Bartering is fine if you value all services as if cash were exchanged **#smallbizchat**

2011-07-14 12:35 am [ZacharyTraxler](#) RT [@pspringer](#): Value based pricing vs. Cost based pricing is very different. Make sure you know which u r doing and why! **#smallbizchat**

2011-07-14 12:35 am [backngroovemom](#) RT [@SmallBizLady](#): RT [@BizFinanceForum](#): A6d: What expenses do you have? \*Major Profit Pitfall. Underestimating Expenses.\* **#smallbizchat**

2011-07-14 12:35 am [TheMogulista](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A6: Every profitable price is based three building blocks; time, expenses, and profit. **#smallbizchat**

2011-07-14 12:35 am [TaiGoodwin](#) RT [@MarcREnriquez](#): The highest value work you do is in #marketing ur business. Its single biggest contributor to your income **#smallbizchat**

2011-07-14 12:35 am [thompsonsarahb](#) [@MarcREnriquez](#) marketing that does not yield paying customers may not be profitable at all **#smallbizchat**

2011-07-14 12:35 am [SmallBizLady](#) RT [@BizFinanceForum](#): A6: Every profitable price is based three building blocks; time, expenses, and profit. **#smallbizchat**

2011-07-14 12:35 am [niecytaylor](#) At least 13-15%. gross receipt tax here in NM eats up most the profit. **#smallbizchat**

2011-07-14 12:35 am [TaiGoodwin](#) [@SocialCatalysts](#) Pitches and commercials come at the end of the chat - thanks for sharing at that time :-)  
**#smallbizchat**



2011-07-14 12:36 am [backngroovemom](#) do u factor time? RT [@BizFinanceForum](#): Bartering is fine if you value all services as if cash were exchanged **#smallbizchat**

2011-07-14 12:36 am [B2BBusinessForm](#) RT [@BizFinanceForum](#): [@backngroovemom](#) Bartering is fine if you value all services as if cash were exchanged **#smallbizchat**

2011-07-14 12:36 am [ZariahsEvents](#) RT [@PersonaAffairs](#): Great Article to stay...3 Reasons Why I Don't Worry About the Competition <http://ht.ly/5E30p> **#smallbizchat**

2011-07-14 12:36 am [pspringer](#) Value based pricing is based upon the value it has to your customer; cost based is a mark up % over what it cost u to make. **#smallbizchat**

2011-07-14 12:36 am [Chris\\_Eh\\_Young](#) General marketing is an expense. Targeted marketing is an investment. **#smallbizchat**

2011-07-14 12:36 am [MoneyChatLive](#) RT [@SmallBizLady](#): Live right now - Interview with financial expert Nicole Fende [@BizFinanceForum](#) <http://bitly.com/sbchat111> **#smallbizchat**

2011-07-14 12:36 am [niecytaylor](#) RT [@MarcREnriquez](#): The highest value work you can do is in #marketing your business. It's the single biggest contributor to your income. **#smallbizchat**

2011-07-14 12:36 am [cedricluma](#) startups cannot afford bad pricing.. they will sink in no time.. cost +margin based on business model works **#smallbizchat**

2011-07-14 12:36 am [pspringer](#) A home costs \$x but sells for \$y because it has value over what it costs. **#smallbizchat**

2011-07-14 12:36 am [SmallBizLady](#) If you know a small biz owner who could use some advice tell them to follow [@SmallBizChat](#) and join us every Wed 8-9 ET **#smallbizchat**

2011-07-14 12:37 am [SmallBizLady](#) RT [@BizFinanceForum](#): Every \$1 of expense you don't track costs you \$1.35 **#smallbizchat**

2011-07-14 12:37 am [SmallBizLady](#) Who's On **#SmallBizChat** this month? Check out our July line-up: <http://ht.ly/5CinO> **#smallbizchat**

2011-07-14 12:37 am [SmallBizLady](#) For tips on #smallbiz success subscribe to Melinda Emerson's blog at <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-07-14 12:38 am [SmallBizLady](#) My post--> How to Tell Your Business Story and Inspire Your Target Audience <http://t.co/sR1SEQ6> **#smallbizchat**

2011-07-14 12:38 am [SmallBizLady](#) Q7: WHAT DO WE DO WITH THESE NUMBERS TO CALCULATE THE PRICE FOR A PRODUCT OR SERVICE? **#smallbizchat**

2011-07-14 12:39 am [SmallBizLady](#) RT [@BizFinanceForum](#): A7: If u r solo in biz and plan to stay solo ur formula is (# of Hrs)\*(Hourly Rate)+Expenses **#smallbizchat**

2011-07-14 12:40 am [TheMogulista](#) Good to know! RT@Manta RT [@BizFinanceForum](#): Every \$1 of expense you dont track costs you 1.35 **#Smallbizchat**

2011-07-14 12:40 am [msrasberryinc](#) If you know a small biz owner who could use some advice tell them to follow [@smallbizchat](#) and join us every Wed 8-9 ET **#smallbizchat**

2011-07-14 12:40 am [MarcREnriquez](#) Be sure u offer solutions more valuable to market than ur cost to offer & that u offer to a market that can afford u **#smallbizchat**

2011-07-14 12:40 am [DorethiaConner](#) [@BizFinanceForum](#) [@backngroovemom](#) - I have to admit, bartering doesn't work for me... **#smallbizchat**

2011-07-14 12:40 am [cedricluma](#) expenses include hidden cost like rent and utilities if u operate from home.. **#smallbizchat**

2011-07-14 12:41 am [BizFinanceForum](#) FYI ees = Employees **#smallbizchat**

2011-07-14 12:41 am [cpkFabulosity](#) RT [@TheMogulista](#) Good to know! RT@Manta RT [@BizFinanceForum](#): Every \$1 of expense you dont track costs you 1.35 **#Smallbizchat**

2011-07-14 12:41 am [SmallBizLady](#) A7b: If u have employees or outsource u need 2 add in a business profit margin. Recommend at least 10%. **#smallbizchat**

2011-07-14 12:41 am [systematizeme](#) RT [@MarcREnriquez](#): Correction: Highest value work is \*effectively\* #marketing ur biz. It's #1 contributor to your income. **#smallbizchat** (wink [@thompsonsarahb](#))

2011-07-14 12:41 am [TaiGoodwin](#) RT [@chris\\_eh\\_young](#): General marketing is an expense. Targeted marketing is an investment. **#smallbizchat**

2011-07-14 12:41 am [DonGaddyII](#) Time is your most valuable asset and should be accounted for in pricing. **#Smallbizchat** it has taken all of your life to gain the knowledge

2011-07-14 12:41 am [MoneyChatLive](#) RT [@BizFinanceForum](#): A6e: What is your target business profit margin? I recommend starting with at least 10% **#smallbizchat**

2011-07-14 12:41 am [TheMogulista](#) RT [@JFeskorn](#): Know your business model... cost based pricing helps to get foot in door with value based pricing adjusted once established **#smallbizchat**

2011-07-14 12:41 am [WorkSmarteBiz](#) RT@msrasberryinc If you know a small biz owner who could use some advice tell them follow@smallbizchat join us every Wed 8-9ET **#smallbizchat**

2011-07-14 12:41 am [BizFinanceForum](#) [@systematizeme](#) because you are giving it to the person free (but you paid) and no tax benefit **#smallbizchat**

2011-07-14 12:42 am [helenantholis](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A7: If u r solo in biz and plan to stay solo ur formula is (# of Hrs)\*(Hourly Rate)+Exp **#smallbizchat**

2011-07-14 12:42 am [AllAboutRace](#) RT [@msrasberryinc](#): If you know a small biz owner who could use some advice tell them to follow [@smallbizchat](#) and join us every Wed 8-9 ET **#smallbizchat**

2011-07-14 12:42 am [NowAccounting](#) [@DonGaddyII](#) time is the profit margin or the difference between your costs and theirs **#Smallbizchat**

2011-07-14 12:42 am [BarryBirkett](#) If not more, depending on your location! RT@Manta RT [@BizFinanceForum](#): Every \$1 of expense you dont track costs you 1.35 **#Smallbizchat**

2011-07-14 12:42 am [BizFinanceForum](#) [@DorethiaConner](#) Everyone must treat it as if cash is involved. Barter just cuts out middle man (almight \$) **#smallbizchat**

2011-07-14 12:42 am [dheeyann](#) RT [@MarcREnriquez](#): Correction: Highest value work is \*effectively\* #marketing ur biz. It's #1 contributor to your income. **#smallbizchat** (wink [@thompsonsarahb](#))

2011-07-14 12:42 am [helenantholis](#) RT [@SmallBizLady](#): A7b: If u have employees or outsource u need 2 add in a business profit margin. Recommend at least 10%. **#smallbizchat**

2011-07-14 12:42 am [WhiteRabbitIA](#) RT [@SmallBizLady](#): My post--> How to Tell Your Business Story and Inspire Your Target Audience <http://t.co/sR1SEQ6> **#smallbizchat**

2011-07-14 12:42 am [TheMogulista](#) RT [@DonGaddyII](#): Time is your most valuable asset and should be accounted for in pricing. **#Smallbizchat** it has taken all of your life to gain the knowledge

2011-07-14 12:43 am [TheMogulista](#) RT [@MoneyChatLive](#): RT [@BizFinanceForum](#): A6e: What is your target business profit margin? I recommend starting with at least 10% **#smallbizchat**

2011-07-14 12:43 am [Feathersssss](#) tune into **#smallbizchat**

2011-07-14 12:43 am [BizFinanceForum](#) [@BarryBirkett](#) Yes! The 1.35 is the minimum (the actuary in me is conservative) **#smallbizchat**

2011-07-14 12:43 am [B2BBusinessForm](#) RT [@helenantholis](#): RT [@SmallBizLady](#): A7b: If u have employees or outsource u need 2 add in a business profit margin. Recommend at

2011-07-14 12:43 am [VeeLashae](#) least 10%. **#smallbizchat**  
RT [@SmallBizLady](#) RT [@chris\\_eh\\_young](#): General marketing is an expense. Targeted marketing is an investment. **#smallbizchat**

2011-07-14 12:43 am [Featherssssss](#) RT [@DonGaddyII](#) Time is your most valuable asset and should be accounted for in pricing **#Smallbizchat**

2011-07-14 12:43 am [TaiGoodwin](#) RT [@BizFinanceForum](#): [@DorethiaConner](#) Everyone must treat it as if cash is involved. Barter cuts out middle man (almight \$)  
**#smallbizchat**

2011-07-14 12:43 am [drdia](#) RT [@SmallBizLady](#): My post--> How to Tell Your Business Story and Inspire Your Target Audience <http://t.co/sR1SEQ6> **#smallbizchat**

2011-07-14 12:43 am [SmallBizLady](#) Q8: WHY DO I NEED TO ADD AN ADDITIONAL BUSINESS PROFIT MARGIN? **#smallbizchat**

2011-07-14 12:43 am [TheMogulista](#) RT [@cedricluma](#): expenses include hidden cost like rent and utilities if u operate from home.. **#smallbizchat**

2011-07-14 12:43 am [MarleneMBryan](#) RT [@SmallBizLady](#): A7b: If u have employees or outsource u need 2 add in a business profit margin. Recommend at least 10%.  
**#smallbizchat**

2011-07-14 12:44 am [BizFinanceForum](#) A8: If u employ or contract ee's most if not all your hourly pays them not u. Where is your profit? **#smallbizchat**

2011-07-14 12:44 am [TaiGoodwin](#) RT [@SmallBizLady](#): Q8: WHY DO I NEED TO ADD AN ADDITIONAL BUSINESS PROFIT MARGIN? **#smallbizchat**

2011-07-14 12:44 am [MarleneMBryan](#) RT [@BizFinanceForum](#): [@DorethiaConner](#) Everyone must treat it as if cash is involved. Barter just cuts out middle man (almight \$)  
**#smallbizchat**

2011-07-14 12:44 am [dheeyann](#) [@SmallBizLady](#) [@chris\\_eh\\_young](#) the better the product less markegting effort QUALITY SPEAKS FOR ITSELF **#smallbizchat**

2011-07-14 12:44 am [BizFinanceForum](#) A8b: The additional margin delivers profit even when someone else does the work. **#smallbizchat**

2011-07-14 12:44 am [TatumTakesPix](#) RT [@Featherssssss](#): RT [@DonGaddyII](#) Time is your most valuable asset and should be accounted for in pricing **#Smallbizchat**

2011-07-14 12:44 am [BizFinanceForum](#) RT [@SmallBizLady](#): RT [@chris\\_eh\\_young](#): General marketing is an expense. Targeted marketing is an investment. **#smallbizchat**

2011-07-14 12:44 am [systematizeme](#) RT [@MarcREnriquez](#): Be sure u offer solutions more valuable to market than ur cost to offer & that u offer to a market that can afford u  
**#smallbizchat**

2011-07-14 12:44 am [Featherssssss](#) RT [@cedricluma](#) expenses include hidden cost like rent and utilities if u operate from home.. **#smallbizchat** | MOST DEFINITELY

2011-07-14 12:44 am [NowAccounting](#) [@BizFinanceForum](#) this is why a lot of freelancers are moving towards flat fee. this way you know up front the cost **#smallbizchat**

2011-07-14 12:44 am [ZariahsEvents](#) RT [@Featherssssss](#): RT [@DonGaddyII](#) Time is your most valuable asset and should be accounted for in pricing **#Smallbizchat**

2011-07-14 12:44 am [MarcREnriquez](#) May I add: Targeted mktg w/ right, timely msg? RT [@Chris\\_Eh\\_Young](#): Gnrl mktg is expense. Targeted mktg is an investment. **#smallbizchat**

2011-07-14 12:45 am [TheMogulista](#) I agree! So informative! RT [@Featherssssss](#) tune into **#smallbizchat**

2011-07-14 12:45 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A8b: The additional margin delivers profit even when someone else does the work. **#smallbizchat**

2011-07-14 12:45 am [kathyzucker](#) [@SmallBizLady](#) [@BizFinanceForum](#) I don't think it's that clearcut. Sometimes goodwill/favors r more valuable than cash **#smallbizchat**

2011-07-14 12:45 am [B2BBusinessForm](#) RT [@dheeyann](#): [@SmallBizLady](#) [@chris\\_eh\\_young](#) the better the

product less marketing effort **QUALITY SPEAKS FOR ITSELF**

**#smallbizchat**

- 2011-07-14 12:45 am [DonGaddyII](#) Exactly RT [@NowAccounting](#) [@DonGaddyII](#) time is the profit margin or the difference between your costs and theirs **#Smallbizchat**
- 2011-07-14 12:45 am [Featherssssss](#) one thing i will add to **#smallbizchat** is to always include overhead in your pricing
- 2011-07-14 12:45 am [TheMogulista](#) RT [@NowAccounting](#): [@BizFinanceForum](#) this is why a lot of freelancers are moving towards flat fee. this way you know up front the cost **#smallbizchat**
- 2011-07-14 12:45 am [SmallBizLady](#) Q9: WHAT IF I BELIEVE I CAN CHARGE MORE THAN THE PRICE I CALCULATED? **#smallbizchat**
- 2011-07-14 12:46 am [backngroovemom](#) RT [@Featherssssss](#): one thing i will add to **#smallbizchat** is to always include overhead in your pricing
- 2011-07-14 12:46 am [BizFinanceForum](#) [@NowAccounting](#) But the person providing service must know all their expenses or lose \$ **#smallbizchat**
- 2011-07-14 12:46 am [BizFinanceForum](#) A9: We only calculated the minimum. If your market will pay more then charge more! **#smallbizchat**
- 2011-07-14 12:46 am [helenantholis](#) RT [@SmallBizLady](#): Q9: WHAT IF I BELIEVE I CAN CHARGE MORE THAN THE PRICE I CALCULATED? **#smallbizchat**
- 2011-07-14 12:46 am [Featherssssss](#) **#smallbizchat** include a percentage for equipment, tools, utilities, time, value etc in your pricing.
- 2011-07-14 12:46 am [Chris\\_Eh\\_Young](#) [@MarcREnriquez](#) Yes you may. The right marketing + the right time + the right message + the right medium = targeted marketing. **#smallbizchat**
- 2011-07-14 12:46 am [BizFinanceForum](#) [@kathyzucker](#) Are you talking about barter? **#smallbizchat**
- 2011-07-14 12:46 am [TaiGoodwin](#) Q9: WHAT IF I BELIEVE I CAN CHARGE MORE THAN THE PRICE I CALCULATED? **#smallbizchat**
- 2011-07-14 12:46 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A9: We only calculated the minimum. If your market will pay more then charge more! **#smallbizchat**
- 2011-07-14 12:47 am [JFeskorn](#) [@cedricluma](#) The former is the most desired yet most difficult to obtain...in essence it's less work for more money **#smallbizchat**
- 2011-07-14 12:47 am [SmallBizLady](#) [@Featherssssss](#) good point **#smallbizchat**
- 2011-07-14 12:47 am [kathyzucker](#) [@SmallBizLady](#) A8. I usually don't add additional margin when I hand off marketing client 2 colleague. **#smallbizchat** #maintainrelationship
- 2011-07-14 12:47 am [MarcREnriquez](#) RT [@BizFinanceForum](#): A9: We only calculated the minimum. If your market will pay more then charge more! **#smallbizchat**
- 2011-07-14 12:47 am [Featherssssss](#) RT [@SmallBizLady](#) Q9: WHAT IF I BELIEVE I CAN CHARGE MORE THAN THE PRICE I CALCULATED? **#smallbizchat**
- 2011-07-14 12:47 am [helenantholis](#) RT [@BizFinanceForum](#): A9: We only calculated the minimum. If your market will pay more then charge more. **#smallbizchat**
- 2011-07-14 12:47 am [Featherssssss](#) RT [@SmallBizLady](#): [@Featherssssss](#) good point **#smallbizchat**
- 2011-07-14 12:47 am [Featherssssss](#) RT [@backngroovemom](#): RT [@Featherssssss](#): one thing i will add to **#smallbizchat** is to always include overhead in your pricing
- 2011-07-14 12:47 am [BlackDreams](#) [@BizFinanceForum](#) very informative formula definetly difficult to be in business by yourself, always looking for tips! **#smallbizchat**
- 2011-07-14 12:47 am [dheeyann](#) [@SmallBizLady](#) Profit margin should be established with quidelines u need to know all factors. must be adjusted not preset **#smallbizchat**
- 2011-07-14 12:47 am [NowAccounting](#) [@BizFinanceForum](#) yes. my contracts are based on estimations of work to be performed subject to reexam every 6 mos **#smallbizchat**



2011-07-14 12:48 am [Chris Eh Young](#) A9: Have different levels of products or services. That affords you the ability to upsell, downsell, and cross-sell. **#smallbizchat**

2011-07-14 12:48 am [TheMogulista](#) RT@Featherssssss **#smallbizchat** include a percentage for equipment, tools, utilities, time, value etc in your pricing.

2011-07-14 12:48 am [BlackDreams](#) RT [@MarcREnriquez](#): Correction: Highest value work is \*effectively\* **#marketing** ur biz. It's #1 contributor to your income. **#smallbizchat** (wink [@thompsonsarahb](#))

2011-07-14 12:48 am [BarryBirkett](#) Can understand that RT [@bizfinanceforum](#): Yes! The 1.35 is the minimum (the actuary in me is conservative) **#smallbizchat**

2011-07-14 12:48 am [BizFinanceForum](#) If you sell with a flat fee and underestimate expenses you WILL lose \$ **#smallbizchat**

2011-07-14 12:48 am [DonGaddyII](#) RT [@helenantholis](#) RT [@BizFinanceForum](#): A9: We only calculated the minimum. If your market will pay more then charge more. **#smallbizchat**

2011-07-14 12:48 am [BlackDreams](#) RT [@dheeyann](#): [@SmallBizLady](#) Profit margin should be established with guidelines u need to know all factors. must be adjusted not preset **#smallbizchat**

2011-07-14 12:48 am [TaiGoodwin](#) RT [@BizFinanceForum](#): If you sell with a flat fee and underestimate expenses you WILL lose \$ **#smallbizchat**

2011-07-14 12:48 am [BizFinanceForum](#) [@BlackDreams](#) Glad to hear it **#smallbizchat**

2011-07-14 12:48 am [DonGaddyII](#) RT [@SmallBizLady](#) Q9: WHAT IF I BELIEVE I CAN CHARGE MORE THAN THE PRICE I CALCULATED? **#smallbizchat**

2011-07-14 12:48 am [DonGaddyII](#) RT [@BizFinanceForum](#) A9: We only calculated the minimum. If your market will pay more then charge more! **#smallbizchat**

2011-07-14 12:49 am [B2BBusinessForm](#) [@TheMogulista](#) 10% above all these factors will just about do it. **#smallbizchat**

2011-07-14 12:49 am [JFeskorn](#) A9: I learned early on that...Profit is not a dirty word **#smallbizchat**

2011-07-14 12:49 am [cedricluma](#) product with lots of potential substitutes should not be priced too high .better build loyal customer base early **#smallbizchat**

2011-07-14 12:49 am [Chris Eh Young](#) Different levels also allow you to adjust pricing to suit different budgets. Then hone in on most profitable. Market that. **#smallbizchat**

2011-07-14 12:49 am [kathyzucker](#) [@BizFinanceForum](#) Not barter. If I do favor for someone they can help me w/biz conundrum. #morevaluablethancash **#smallbizchat**

2011-07-14 12:49 am [MarcREnriquez](#) Generally, the more one invests in a solution (if they feel justified), the more "invested" they'll be in making it work. **#smallbizchat**

2011-07-14 12:49 am [DonGaddyII](#) The way out of this recession is by creating. #entrepreneur get in on **#smallbizchat** now!

2011-07-14 12:50 am [BlackDreams](#) [@BizFinanceForum](#) true but is it better starting out to have flat fees if you are starting out. **#smallbizchat**

2011-07-14 12:50 am [BizFinanceForum](#) RT [@TheMogulista](#): RT [@cedricluma](#): expenses include hidden cost like rent and utilities if u operate from home.. **#smallbizchat**

2011-07-14 12:50 am [SmallBizLady](#) Q10: WHAT IF THE MARKET SIMPLY WON'T SUPPORT THE PRICE I CALCULATED? **#smallbizchat**

2011-07-14 12:50 am [TheMogulista](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): If you sell with a flat fee and underestimate expenses you WILL lose \$ **#smallbizchat**

2011-07-14 12:50 am [BizFinanceForum](#) A10: I challenge that belief. Lowest price is not only way to compete. Think Rolex, Tiffanys & \$10 water. **#smallbizchat**

2011-07-14 12:50 am [WeddingBlush](#) Late bedtime for the babe! Dropping in on the last few min of **#smallbizchat**

2011-07-14 12:50 am [MarcREnriquez](#) Studies have proven higher price linked to higher customer

satisfaction. **#smallbizchat**

2011-07-14 12:50 am [TaiGoodwin](#) RT [@JFeskorn](#): A9: I learned early on that-Profit is not a dirty word >>>Lots of service based professionals struggle with that **#smallbizchat**

2011-07-14 12:50 am [NowAccounting](#) [@TaiGoodwin](#) [@BizFinanceForum](#) you should have an idea of the price per unit for each service you provide if using flat fee **#smallbizchat**

2011-07-14 12:50 am [WorkSmartebiz](#) RT [@DonGaddyII](#): The way out of this recession is by creating. #entrepreneur get in on **#smallbizchat** now! **#smallbizchat**

2011-07-14 12:50 am [BizFinanceForum](#) A10b: If you test it and proven not a viable price u have 2 options. First is to reduce services offered. **#smallbizchat**

2011-07-14 12:50 am [ZariahsEvents](#) RT [@SmallBizLady](#): Q10: WHAT IF THE MARKET SIMPLY WON'T SUPPORT THE PRICE I CALCULATED? **#smallbizchat**

2011-07-14 12:50 am [TaiGoodwin](#) Q10: WHAT IF THE MARKET SIMPLY WON'T SUPPORT THE PRICE I CALCULATED? **#smallbizchat**

2011-07-14 12:50 am [Featherssssss](#) **#smallbizchat** alot of times i price, not based on competition but respect to others in my industries

2011-07-14 12:51 am [kathyzucker](#) [@SmallBizLady](#) A10. If you can't sell products at desired price then lower amount or get out of the biz. **#smallbizchat**

2011-07-14 12:51 am [BizFinanceForum](#) A10c: Raise ur price and include a benefit that won't really add to cost. Think ebook u already sell **#smallbizchat**

2011-07-14 12:51 am [angelabelford](#) Switching #tweetgrid parties from **#smallbizchat** to #OreldaFries

2011-07-14 12:51 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A10: I challenge that belief. Lowest price is not only way to compete. Think Rolex, Tiffanys & \$10 water **#smallbizchat**

2011-07-14 12:51 am [SweetieBerry](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): Every \$1 of expense you don't track costs you \$1.35 >>>WOW **#smallbizchat**

2011-07-14 12:51 am [helenantholis](#) RT [@BizFinanceForum](#): A10b: If you test it and proven not a viable price u have 2 options. First is to reduce services offered. **#smallbizchat**

2011-07-14 12:51 am [helenantholis](#) RT [@BizFinanceForum](#): A10c: Raise ur price and include a benefit that won't really add to cost. Think ebook u already sell **#smallbizchat**

2011-07-14 12:51 am [DonGaddyII](#) Friends on **#SmallBizChat** please let me know the best crm with a mobile component. I need to switch

2011-07-14 12:51 am [MarcREnriquez](#) A10: Target more narrowly and skew affluent. **#smallbizchat**

2011-07-14 12:51 am [BizFinanceForum](#) [@kathyzucker](#) Got it. Yes I believe in pay it forward in biz. Supporting others is imporant **#smallbizchat**

2011-07-14 12:52 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A10b: If you test it and proven not a viable price u have 2 options. First is to reduce services offered. **#smallbizchat**

2011-07-14 12:52 am [JanMBradshaw](#) RT [@BizFinanceForum](#): A10c: Raise ur price and include a benefit that won't really add to cost. Think ebook u already sell **#SmallBizChat**

2011-07-14 12:52 am [kathyzucker](#) [@BizFinanceForum](#) It's not exactly pay it forward. More like I needed a distributor for 1 client & contact had close tie. **#smallbizchat**

2011-07-14 12:52 am [GarmentAgency](#) Is this due to perceived value?@MarcREnriquez Studies have proven higher price linked to higher customer satisfaction **#smallbizchat**

2011-07-14 12:53 am [BizFinanceForum](#) RT [@NowAccounting](#): [@TaiGoodwin](#) [@BizFinanceForum](#) u should know price/unit for each service u if using flat fee <- Absolutely!

2011-07-14 12:53 am [JFeskorn](#) **#smallbizchat**  
[@TaiGoodwin](#) There is a line to draw...between a reasonable profit and outright gouging, ethics and integrity play their role

2011-07-14 12:53 am [B2BBusinessForm](#) **#smallbizchat**  
[@Featherssssss](#) It's all about the competition! **#smallbizchat**

2011-07-14 12:53 am [MarcREnriquez](#) **#smallbizchat**  
[@BizFinanceForum](#) Starbucks coffee is more expensive per gallon than gas --] **#smallbizchat**

2011-07-14 12:53 am [TaiGoodwin](#) Q10: Another option [@BizFinanceForum](#) is to change your target market - find those willing to invest and not just a who u like  
**#smallbizchat**

2011-07-14 12:53 am [kathyzucker](#) [@BizFinanceForum](#) Distributor introduction was far more valuable than the few hundred bucks I could have charged. **#smallbizchat**

2011-07-14 12:53 am [pspringer](#) Q10: increase offering for same cost or reduce offering for lower cost. be careful of erosion. **#smallbizchat**

2011-07-14 12:53 am [BizFinanceForum](#) Thats why I brew my own. RT [@MarcREnriquez](#): [@BizFinanceForum](#) Starbucks coffee is more expensive per gallon than gas --]  
**#smallbizchat**

2011-07-14 12:54 am [helenantholis](#) RT [@TaiGoodwin](#): Q10: Another option [@BizFinanceForum](#) is to change your target market - find those willing to invest **#smallbizchat**

2011-07-14 12:54 am [Manta](#) RT [@pspringer](#): Q10: increase offering for same cost or reduce offering for lower cost. be careful of erosion. **#Smallbizchat**

2011-07-14 12:54 am [TheMogulista](#) I agree 100%! RT@BizFinanceForum [@kathyzucker](#) Got it. Yes I believe in pay it forward in biz. Supporting others is imporant  
**#smallbizchat**

2011-07-14 12:54 am [Featherssssss](#) [@B2BBusinessForm](#) LMFAO! screw the competition!! **#smallbizchat**

2011-07-14 12:54 am [TaiGoodwin](#) [@JFeskorn](#) I agree - lots of internet marketers and online "names" take advantage esp in coaching industry **#smallbizchat**

2011-07-14 12:54 am [WeddingBlush](#) Some studies have shown the higher pricing can equate to higher quality (Think Lexus, Mercedes) **#smallbizchat**

2011-07-14 12:54 am [helenantholis](#) RT [@pspringer](#): Q10: increase offering for same cost or reduce offering for lower cost. be careful of erosion. **#smallbizchat**

2011-07-14 12:54 am [BizFinanceForum](#) [@kathyzucker](#) Networking and referral also have value too  
**#smallbizchat**

2011-07-14 12:54 am [JFeskorn](#) [@MarcREnriquez](#) And which one would you say you couldn't do without?...personally, I can ride my bike :) **#smallbizchat** #justkidding

2011-07-14 12:54 am [MarcREnriquez](#) [@GarmentAgency](#) You got it. In blind tests, same stuff to same stuff, ppl say taste bttr, provide more energy, u name it. **#smallbizchat**

2011-07-14 12:54 am [NowAccounting](#) [@JFeskorn](#) A reasonable profit is what the market will bear for the product you sell. Gouging is a made up legal term **#smallbizchat**

2011-07-14 12:54 am [Chris Eh Young](#) [@BizFinanceForum](#) [@MarcREnriquez](#) Whoa, you brew your own gas? LOL **#smallbizchat**

2011-07-14 12:54 am [SweetieBerry](#) RT [@SmallBizLady](#): Q8: WHY DO I NEED TO ADD AN ADDITIONAL BUSINESS PROFIT MARGIN? **#smallbizchat**

2011-07-14 12:54 am [Featherssssss](#) RT@BizFinanceForum [@kathyzucker](#) Got it. Yes I believe in pay it forward in biz. Supporting others is imporant **#smallbizchat** | THIS

2011-07-14 12:54 am [DonGaddyII](#) It is not the employer who pays the wages.

2011-07-14 12:54 am [WhyRENTinOttawa](#) RT [@Chris\\_Eh\\_Young](#): General marketing is an expense. Targeted marketing is an investment. **#smallbizchat**

2011-07-14 12:54 am [TaiGoodwin](#) RT [@WeddingBlush](#): Some studies have shown the higher pricing can equate to higher quality (Think Lexus, Mercedes) **#smallbizchat**

2011-07-14 12:55 am [WeddingBlush](#) [@GarmentAgency](#) [@MarcREnriquez](#) Yes! perceived value is a big part of the picture! **#smallbizchat**

2011-07-14 12:55 am [kathyzucker](#) [@BizFinanceForum](#) Yup. **#smallbizchat**

2011-07-14 12:55 am [MarcREnriquez](#) Sounds deliciously dangerous. Hahahahah RT [@Chris\\_Eh\\_Young](#): [@BizFinanceForum](#) [@MarcREnriquez](#) Whoa, you brew your own gas? LOL **#smallbizchat**

2011-07-14 12:55 am [helenantholis](#) RT [@JFeskorn](#): [@TaiGoodwin](#) There is line to draw...between reasonable profit and outright gouging, ethics, integrity play role **#smallbizchat**

2011-07-14 12:55 am [Mrforstalkin](#) RT [@Feathersssss](#): **#smallbizchat** include a percentage for equipment, tools, utilities, time, value etc in your pricing.

2011-07-14 12:55 am [cedricluma](#) A10: Then rethink pricing and product .. think value offering **#smallbizchat**

2011-07-14 12:55 am [SmallBizLady](#) Q11: FACT OR FICTION: IF I JUST SELL ENOUGH I'LL GENERATE A PROFIT. **#smallbizchat**

2011-07-14 12:55 am [BizFinanceForum](#) RT [@DonGaddyII](#): Not the employer who pays the wages. He only handles the \$.

2011-07-14 12:55 am [TaiGoodwin](#) RT [@Chris\\_Eh\\_Young](#): [@BizFinanceForum](#) [@MarcREnriquez](#) Whoa, you brew your own gas? LOL ... is that legal? LOL **#smallbizchat**

2011-07-14 12:55 am [SweetieBerry](#) RT [@TaiGoodwin](#): Q9: WHAT IF I BELIEVE I CAN CHARGE MORE THAN THE PRICE I CALCULATED? **#smallbizchat**

2011-07-14 12:55 am [ZariahsEvents](#) RT [@WeddingBlush](#): Some studies have shown the higher pricing can equate to higher quality (Think Lexus, Mercedes) **#smallbizchat**

2011-07-14 12:56 am [SmallBizLady](#) A blog post with a more detailed Q & A with our guest comes out on Thursdays on [@Smallbizlady's](#) blog: <http://bit.ly/3x5Gm2> **#smallbizchat**

2011-07-14 12:56 am [helenantholis](#) RT [@DonGaddyII](#): It isn't the employer who pays the wages.He only handles the money.

2011-07-14 12:56 am [SmallBizLady](#) We're always looking for small biz experts to share...Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-07-14 12:56 am [BizFinanceForum](#) [@Chris\\_Eh\\_Young](#) LOL no I don't brew my own gas. My own #fairtrade coffee. U can be a treehugger & capitalist **#smallbizchat**

2011-07-14 12:56 am [SweetieBerry](#) RT [@helenantholis](#): RT [@BizFinanceForum](#): A9: We only calculated the minimum. If your market will pay more then charge more. **#smallbizchat**

2011-07-14 12:56 am [SmallBizLady](#) Are you looking for a business to start? Check out the Top 7 Moonlighting Businesses <http://bit.ly/r9Qky2> **#smallbizchat**

2011-07-14 12:56 am [TheMogulista](#) RT [@TaiGoodwin](#): RT [@WeddingBlush](#): Some studies have shown the higher pricing can equate to higher quality (Think Lexus, Mercedes) **#smallbizchat**

2011-07-14 12:56 am [SmallBizLady](#) Get your FREE chapter of Become Your Own Boss in 12 Months: <http://bit.ly/eM4XTR> **#smallbizchat**

2011-07-14 12:56 am [BarryBirkett](#) Q11 - Too many ppl seem to think you can sell at a loss & make it up in volume! **#smallbizchat**

2011-07-14 12:56 am [Chris\\_Eh\\_Young](#) A11: You can sell millions and lose money if you don't know your numbers up front. **#smallbizchat**

2011-07-14 12:57 am [BizFinanceForum](#) A11: FICTION! If the price is not profitable the more you sell the more you will LOSE. **#smallbizchat**

2011-07-14 12:57 am [DonGaddyII](#) RT [@WhyRENTinOttawa](#) RT [@Chris\\_Eh\\_Young](#): General marketing is an expense. Targeted marketing is an investment. **#smallbizchat**



2011-07-14 12:57 am [TaiGoodwin](#) Are you looking for a business to start? Check out the Top 7 Moonlighting Businesses <http://bit.ly/r9Qky2> **#smallbizchat**

2011-07-14 12:57 am [SmallBizLady](#) Q12: I HAVE MY PRICE. AM I ALL DONE? **#smallbizchat**

2011-07-14 12:57 am [DonGaddyII](#) RT [@WeddingBlush](#) [@GarmentAgency](#) [@MarcREnriquez](#) Yes! perceived value is a big part of the picture! **#smallbizchat**

2011-07-14 12:57 am [ZariahsEvents](#) RT [@SmallBizLady](#): Are you looking for a business to start? Check out the Top 7 Moonlighting Businesses <http://bit.ly/r9Qky2> **#smallbizchat**

2011-07-14 12:57 am [NowAccounting](#) [@SmallBizLady](#) selling more only reduces the fixed cost per unit by so much. It can help only if your margins are tight **#smallbizchat**

2011-07-14 12:57 am [BizFinanceForum](#) A12: No - u need to track your experience against your assumptions. **#smallbizchat**

2011-07-14 12:57 am [helenantholis](#) Funny math :-)) RT [@BarryBirkett](#): Q11 - Too many ppl seem to think you can sell at a loss & make it up in volume! **#smallbizchat**

2011-07-14 12:57 am [TaiGoodwin](#) Q11: FACT OR FICTION: IF I JUST SELL ENOUGH I'LL GENERATE A PROFIT. **#smallbizchat**

2011-07-14 12:57 am [WeddingBlush](#) [@BizFinanceForum](#) [@Chris\\_Eh\\_Young](#) treehugger & capitalist?! wow :) **#smallbizchat**

2011-07-14 12:57 am [BizFinanceForum](#) A12b: If your assumptions are too low or high you will need to modify your price. **#smallbizchat**

2011-07-14 12:57 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A11: FICTION! If the price is not profitable the more you sell the more you will LOSE. **#smallbizchat**

2011-07-14 12:57 am [cedricluma](#) [@SmallBizLady](#) the question is how do we define "enough".?.lol **#smallbizchat**

2011-07-14 12:57 am [Featherssssss](#) TRUTH RT [@WeddingBlush](#): Some studies have shown the higher pricing can equate to higher quality (Think Lexus, Mercedes) **#smallbizchat**

2011-07-14 12:58 am [growinggold](#) peaking in on **#smallbizchat** while finishing my dinner... [@bizfinanceforum](#) u R spot on girl! MANY great things going on in this strm; TY ALL!

2011-07-14 12:58 am [Manta](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A11: FICTION! If the price is not profitable the more you sell the more you will LOSE. **#Smallbizchat**

2011-07-14 12:58 am [TheMogulista](#) RT [@DonGaddyII](#): It is not the employer who pays the wages.

2011-07-14 12:58 am [stageproduction](#) RT [@SmallBizLady](#): We're always looking for small biz experts to share...Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-07-14 12:58 am [SmallBizLady](#) Special thanks to financial expert Nicole Fende [@BizFinanceForum](#) of <http://www.smallbusinessfinanceforum.com/> **#smallbizchat**

2011-07-14 12:58 am [walterrhett](#) RT [@SmallBizLady](#): Get your FREE chapter of Become Your Own Boss in 12 Months: <http://bit.ly/eM4XTR> **#smallbizchat**

2011-07-14 12:59 am [kathyzucker](#) [@SmallBizLady](#) A10. For the time being, yes. But reevaluate price once a year to make sure you are in tune w/market. **#smallbizchat**

2011-07-14 12:59 am [TaiGoodwin](#) [@jdogglederman](#) Absolutely ok to make a profit as - think the parable of the talents right! **#smallbizchat**

2011-07-14 12:59 am [MarcREnriquez](#) On volume: It's harder to find 100 ppl who'll give u \$10 than it is to find 10 ppl who'll give you \$1000. **#smallbizchat**

2011-07-14 12:59 am [SmallBizLady](#) Next week Sweetie Berry [@SweetieBerry](#) shares Back to Basics for Small Business Owners **#smallbizchat**

2011-07-14 12:59 am [SmallBizLady](#) Roll call, who's on [@Smallbizchat](#) tonight? Give me your best

140-character commercial. **#smallbizchat**

2011-07-14 12:59 am [BlackDreams](#) RT [@SmallBizLady](#): Next week Sweetie Berry [@SweetieBerry](#) shares Back to Basics for Small Business Owners **#smallbizchat**

2011-07-14 12:59 am [JFeskorn](#) RT [@SmallBizLady](#): Next week Sweetie Berry [@SweetieBerry](#) shares Back to Basics for Small Business Owners **#smallbizchat**

2011-07-14 12:59 am [SmallBizLady](#) On the blog tomorrow the full interview w/ Nicole Fende [@BizFinanceForum](#) on <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-07-14 12:59 am [DonGaddyII](#) RT [@BizFinanceForum](#) A11: FICTION! If the price is not profitable the more you sell the more you will LOSE. **#smallbizchat**

2011-07-14 12:59 am [dheeyann](#) [@SmallBizLady](#) higher pricing should equate quality **#smallbizchat**

2011-07-14 12:59 am [BarryBirkett](#) Back to use of 1st statement by [@BizFinanceForum](#) - if you can't sell at a price that achieves your profit goals, move on! **#smallbizchat**

2011-07-14 12:59 am [Chris\\_Eh\\_Young](#) Toyota Matrix vs Pontiac Vibe. Mitsubishi Eclipse vs Dodge Lancer. Same cars, far different value. **#smallbizchat**

2011-07-14 12:59 am [BizFinanceForum](#) Thanks for having me tonight:) **#smallbizchat**

2011-07-14 12:59 am [SmallBizLady](#) Was this interview helpful? Join us every Wednesday 8-9p ET follow [@SmallBizChat](#) on Twitter for info. **#smallbizchat**

2011-07-14 12:59 am [cedricluma](#) Having the price is just starting .. you need to monitor competition and adjust offering and pricing accordingly **#smallbizchat**

2011-07-14 1:00 am [NowAccounting](#) [@MarcREnriquez](#) McDonald's and Ruth Chris Steak House are both successful in their own way **#smallbizchat**

2011-07-14 1:00 am [kindracotton](#) I help small business integrate social media through free and low cost alternatives at (@sss4success). <http://bit.ly/iKqiHk> **#SmallBizChat**

2011-07-14 1:00 am [B2BBusinessForm](#) [@cedricluma](#) Never enough...lol When u think it is enough keep going. **#smallbizchat**

2011-07-14 1:00 am [TaiGoodwin](#) RT [@SmallBizLady](#): Roll call, who's on [@Smallbizchat](#) tonight? Give me your best 140-character commercial. **#smallbizchat**

2011-07-14 1:00 am [MarcREnriquez](#) After all the research and all the calculating, still, you've GOTTA test your prices. **#smallbizchat**

2011-07-14 1:00 am [BlackDreams](#) RT [@TaiGoodwin](#): [@jdogglederman](#) Absolutely ok to make a profit as - think the parable of the talents right! **#smallbizchat**

2011-07-14 1:00 am [Manta](#) Hi everyone, Manta is the world's largest online community for promoting and connecting small business. [Http://www.manta.com](http://www.manta.com) **#Smallbizchat**

2011-07-14 1:00 am [TomTheGirl](#) truth RT [@Chris\\_Eh\\_Young](#): Toyota Matrix vs Pontiac Vibe. Mitsubishi Eclipse vs Dodge Lancer. Same cars, far different value. **#smallbizchat**

2011-07-14 1:00 am [SmallBizLady](#) Thank you to expert financial expert Nicole Fende [@BizFinanceForum](#) She rocks! **#smallbizchat**

2011-07-14 1:00 am [TaiGoodwin](#) RT [@BizFinanceForum](#): Thanks for having me tonight:) You Rock! Thanks so much for chatting with us tonight! **#smallbizchat**

2011-07-14 1:00 am [DonGaddyII](#) Really enjoying [@BizFinanceForum](#) on **#SmallBizChat** great choice [@SmallBizLady](#)

2011-07-14 1:00 am [DonGaddyII](#) RT [@TaiGoodwin](#) Are you looking for a business to start? Check out the Top 7 Moonlighting Businesses <http://bit.ly/r9Qky2> **#smallbizchat**

2011-07-14 1:01 am [B2BBusinessForm](#) RT [@MarcREnriquez](#): After all the research and all the calculating, still, you've GOTTA test your prices. **#smallbizchat**

2011-07-14 1:01 am [BizFinanceForum](#) Offering eCourse to take this to next level. [www.financerockstar.com](http://www.financerockstar.com) Put **#smallbizchat** and get 2 free months email coaching

2011-07-14 1:01 am [JanMBradshaw](#) Thanks Nicole, Great Chat Tonight! [@BizFinanceForum](#) of <http://www.smallbusinessfinanceforum.com/> **#SmallBizChat**

2011-07-14 1:01 am [DigiVidCincy](#) RT [@BarbaraWayman](#): I say pay less attention to your competitors and focus on what's unique about what you offer **#smallbizchat**

2011-07-14 1:01 am [MarcREnriquez](#) I help u answer ur new economy prospect's most important question: Why CAN'T I Afford NOT to do biz w/ u? **#smallbizchat** #rollcall

2011-07-14 1:01 am [ZariahsEvents](#) Zariah's Events plans your event with you in mind! **#smallbizchat**

2011-07-14 1:01 am [msrasberryinc](#) [@smallbizlady](#) new media & image consultant. helping people build & distinguish their business & personal brands, online & off. **#smallbizchat**

2011-07-14 1:01 am [Featherssssss](#) RT [@BizFinanceForum](#): Offering eCourse to take this to next level. [www.financerockstar.com](http://www.financerockstar.com) Put **#smallbizchat** and get 2 free months email coaching

2011-07-14 1:01 am [kathyzucker](#) [@TaiGoodwin](#) [@SmallBizLady](#). Managed to get last 20 mins instead of 5! I am a WAHM providing strategic planning for work & life. **#Smallbizchat**

2011-07-14 1:01 am [judithstephens](#) Really great discussion everyone. This chat rocks. **#smallbizchat**

2011-07-14 1:01 am [pspringer](#) [@BizFinanceForum](#) ....nice job! **#smallbizchat**

2011-07-14 1:01 am [SweetieBerry](#) RT [@SmallBizLady](#): Next week Sweetie Berry [@SweetieBerry](#) shares Back to Basics for Small Business Owners **#smallbizchat**

2011-07-14 1:01 am [TheMogulista](#) Great information! Thank you! RT [@B2BBusinessForm](#) [@TheMogulista](#) 10% above all these factors will just about do it. **#smallbizchat**

2011-07-14 1:02 am [helenantholis](#) We help create better workplaces. Join free summer series (8 Tuesdays) on management essentials. <http://bit.ly/p68K1t> **#smallbizchat**

2011-07-14 1:02 am [PhaedraStock](#) RT [@bizfinanceforum](#): Offering eCourse to take this to next level. [www.financerockstar.com](http://www.financerockstar.com) Put **#smallbizchat** and get 2 free months email...

2011-07-14 1:02 am [dheeyann](#) [@SmallBizLady](#) depends on ur pricing whether it's profitable or not **#smallbizchat**

2011-07-14 1:02 am [BarryBirkett](#) [@featherssssss](#): [@WeddingBlush](#): Gotta back up the higher prices w/ perceived value or will be found out fast **#smallbizchat**

2011-07-14 1:02 am [SweetieBerry](#) **#smallbizchat** [@SmallBizLady](#) look forward to it!

2011-07-14 1:02 am [SmallBizLady](#) RT [@BizFinanceForum](#) Offering eCourse on <http://www.financerockstar.com> Put **#smallbizchat** & get 2 free months coaching

2011-07-14 1:02 am [Featherssssss](#) **#smallbizchat** was great! glad to be able to support tonite's guest [@BizFinanceForum](#)

2011-07-14 1:02 am [Featherssssss](#) RT [@SmallBizLady](#): Thank you to expert financial expert Nicole Fende [@BizFinanceForum](#) She rocks! **#smallbizchat**

2011-07-14 1:02 am [JFeskorn](#) Enjoyed the chat, for the brief moments I could sit in, thanks Melinda [@smallbizlady](#) **#smallbizchat**

2011-07-14 1:02 am [Featherssssss](#) RT [@TomTheGirl](#): truth RT [@Chris Eh Young](#): Toyota Matrix vs Pontiac Vibe. Mitsubishi Eclipse vs Dodge Lancer. Same cars, far different value. **#smallbizchat**

2011-07-14 1:02 am [TaiGoodwin](#) Social Networking + Checklist for Planning = Less frustration and more results ... <http://ht.ly/5E42k> **#smallbizchat**

2011-07-14 1:02 am [MarcREnriquez](#) [@BizFinanceForum](#) Great job, Nicole! **#smallbizchat**

2011-07-14 1:02 am [triciamckellar](#) I help artists, photographers, crafters, creative people make money

2011-07-14 1:02 am [B2BBusinessForm](#) [@SmallBizLady](#) doing what they love! <http://wonderthinking.com> **#smallbizchat**  
 Thanks again for a great discussion Melinda and the **#smallbizchat** family

2011-07-14 1:03 am [TaiGoodwin](#) RT [@BizFinanceForum](#) Offering eCourse on <http://www.financerockstar.com> Put **#smallbizchat** & get 2 free months coaching

2011-07-14 1:03 am [BizFinanceForum](#) RT [@BarryBirkett](#): 1st statement by [@BizFinanceForum](#) - if you can't sell at a price that achieves your profit goals, move on! **#smallbizchat**

2011-07-14 1:03 am [SmallBizLady](#) Next week on **#smallbizchat** Sweetie Berry [@SweetieBerry](#) takes us Back to Basics for Small Business Owners

2011-07-14 1:03 am [helenantholis](#) Thanks so much for great chat [@BizFinanceForum](#) [@smallbizlady](#). See you next week! **#smallbizchat**

2011-07-14 1:03 am [MarcREnriquez](#) [@SmallBizLady](#) [@TaiGoodwin](#) Thank you, Melinda & Tai for another great **#smallbizchat**

2011-07-14 1:03 am [dheeyann](#) [@Manta](#) welcome **#smallbizchat**

2011-07-14 1:03 am [BizFinanceForum](#) [@JanMBradshaw](#) Enjoyed it! **#smallbizchat**

2011-07-14 1:03 am [JanMBradshaw](#) RT [@BizFinanceForum](#): Offering eCourse to take this to next level. [www.financerockstar.com](http://www.financerockstar.com) Put **#smallbizchat** and get 2 free... **#SmallBizChat**

2011-07-14 1:03 am [SmallBizLady](#) [@JFeskorn](#) Tanks Please come back! **#smallbizchat**

2011-07-14 1:03 am [TaiGoodwin](#) RT [@BarryBirkett](#): 1st statement by [@BizFinanceForum](#) - if you can't sell at a price that achieves your profit goals, move on! **#smallbizchat**

2011-07-14 1:03 am [RebeccaQuinn](#) Producer: Small Business Success. Simple systems to start, run & grow your small biz. Helping you get found online and off. **#smallbizchat**

2011-07-14 1:03 am [NowAccounting](#) We are the profitability experts in the MD/DC area. We take care of your books so you can take care of your business **#Smallbizchat**

2011-07-14 1:03 am [JFeskorn](#) [@helenantholis](#) Thanks for the RT and nice seeing you Helen **#smallbizchat**

2011-07-14 1:04 am [BizFinanceForum](#) [@DonGaddyII](#) Appreciate you coming **#smallbizchat**

2011-07-14 1:04 am [DonGaddyII](#) setting your price extremely low affects perceived value. You become the "cheap option" vs. The "quality choice" **#Smallbizchat**

2011-07-14 1:04 am [TaiGoodwin](#) [@MarcREnriquez](#) Thanks for contributing to the chat! **#smallbizchat**

2011-07-14 1:04 am [B2BBusinessForm](#) Sounds like we all are on the same page **#smallbizchat**

2011-07-14 1:04 am [BizFinanceForum](#) [@pspringer](#) Thanks for participating **#smallbizchat**

2011-07-14 1:04 am [TaiGoodwin](#) RT [@SmallBizLady](#): Next week on **#smallbizchat** Sweetie Berry [@SweetieBerry](#) takes us Back to Basics for Small Business Owners

2011-07-14 1:04 am [Chris\\_Eh\\_Young](#) Thanks for the great information tonight as always. **#smallbizchat**

2011-07-14 1:04 am [BizFinanceForum](#) [@Feathersssss](#) Appreciate it. Will see you next week! **#smallbizchat**

2011-07-14 1:04 am [helenantholis](#) [@JFeskorn](#) Hi there, John. You too! Enjoy the rest of the week. **#smallbizchat**

2011-07-14 1:05 am [BizFinanceForum](#) [@MarcREnriquez](#) Glad you made it. Great comments (except the gas) **#smallbizchat**

2011-07-14 1:05 am [JFeskorn](#) [@TaiGoodwin](#) Thanks for the chat tonight, Tai **#smallbizchat**

2011-07-14 1:05 am [TheMogulista](#) RT [@DonGaddyII](#): setting your price extremely low affects perceived value. You become the "cheap option" vs. The "quality choice" **#Smallbizchat**

2011-07-14 1:05 am [Chris\\_Eh\\_Young](#) RT [@DonGaddyII](#): Setting your price too low affects perceived value.



You become the "cheap option" vs. The "quality choice"

**#smallbizchat**

- 2011-07-14 1:05 am [BizFinanceForum](#) [@helenantholis](#) Appreciate you stopping by. **#smallbizchat**
- 2011-07-14 1:05 am [helenantholis](#) Yay!RT [@SmallBizLady](#): Next week on **#smallbizchat** Sweetie Berry [@SweetieBerry](#) takes us Back to Basics for Small Business Owners **#smallbizchat**
- 2011-07-14 1:05 am [growinggold](#) Melinda [@SmallBizLady](#) does a super job withTwtrChat **#smallbizchat** Weds 8pm ET - Ck out her site for details <http://t.co/Ogtav55>
- 2011-07-14 1:05 am [ZimanaAnalytics](#) RT [@TaiGoodwin](#): RT [@SmallBizLady](#): Next week on **#smallbizchat** Sweetie Berry [@SweetieBerry](#) takes us Back to Basics for Small Business Owners
- 2011-07-14 1:05 am [B2BBusinessForm](#) Remember 1 person can build a home but 2gether we can build a community **#smallbizchat**
- 2011-07-14 1:05 am [ZariahsEvents](#) RT [@SmallBizLady](#): Next week on **#smallbizchat** Sweetie Berry [@SweetieBerry](#) takes us Back to Basics for Small Business Owners
- 2011-07-14 1:05 am [RebeccaQuinn](#) Thanks Melinda [@SmallBizLady](#) and Nicole [@BizFinanceForum](#)! Awesome **#smallbizchat**
- 2011-07-14 1:06 am [SarahLCook](#) RT [@SmallBizLady](#): Nxt wk on **#smallbizchat** [@SweetieBerry](#) takes us Back to Basics for Small Business Owners <= YEAH! **#smallbizchat**
- 2011-07-14 1:06 am [helenantholis](#) [@BizFinanceForum](#) Thanks so much. I enjoyed it! #worksmarta **#smallbizchat**
- 2011-07-14 1:06 am [MarcREnriquez](#) RT [@SmallBizLady](#): Next week Sweetie Berry [@SweetieBerry](#) shares Back to Basics for Small Business Owners **#smallbizchat**
- 2011-07-14 1:06 am [dheeyann](#) [@JFeskorn](#) liked ur ideas **#smallbizchat**
- 2011-07-14 1:06 am [MarcREnriquez](#) Hahah thanks. RT [@BizFinanceForum](#): [@MarcREnriquez](#) Glad you made it. Great comments (except the gas) **#smallbizchat**
- 2011-07-14 1:06 am [TaiGoodwin](#) RT [@B2BBusinessForm](#): Remember 1 person can build a home but 2gether we can build a community **#smallbizchat**
- 2011-07-14 1:06 am [denissemarie16](#) [@bizfinanceforum](#) Great job and great info! I had to step out early but really got a lot from it. Thanks! [@smallbizlady](#) **#smallbizchat**
- 2011-07-14 1:06 am [BizFinanceForum](#) [@DonGaddyII](#) Thats not a 140 character answer! Would need to know more about service. **#smallbizchat**
- 2011-07-14 1:07 am [BizFinanceForum](#) [@RebeccaQuinn](#) thanks **#smallbizchat**
- 2011-07-14 1:07 am [SarahLCook](#) RT [@BarryBirkett](#): 1st statement by [@BizFinanceForum](#) - if you cant sell at a price that achieves your profit goals, move on! **#smallbizchat**
- 2011-07-14 1:07 am [BizFinanceForum](#) [@smallbizlady](#) [@taigoodwin](#) Awesome experience. Thanks for all u do with **#smallbizchat**
- 2011-07-14 1:07 am [TheMogulista](#) [@TaiGoodwin](#) Thank you for **#smallbizchat** tonight. I thoroughly enjoyed it!
- 2011-07-14 1:08 am [BizFinanceForum](#) [@denissemarie16](#) Don't forget [@smallbizlady](#) puts out a transcript later :) **#smallbizchat**
- 2011-07-14 1:08 am [niecytaylor](#) [@WorkSmartebiz](#) You're absolutely correct. A challenge to stay competitive w/pricing, pay staff & keep a 10% profit margin. **#smallbizchat**
- 2011-07-14 1:08 am [SarahLCook](#) RT [@BizFinanceForum](#) Offering eCourse on <http://www.financerockstar.com> Put **#smallbizchat** & get 2 free months coaching **#smallbizchat**

2011-07-14 1:08 am [WeddingBlush](#) RT: [@BizFinanceForum](#) [@smallbizlady](#) [@taigoodwin](#) Awesome experience. Thanks for all u do with **#smallbizchat**

2011-07-14 1:09 am [Rylboslady](#) RT [@MarcREnriquez](#): On volume: It's harder to find 100 ppl who'll give u \$10 than it is to find 10 ppl who'll give you \$1000.  
**#smallbizchat**

2011-07-14 1:09 am [helenantholis](#) RT [@BizFinanceForum](#) Offering eCourse on <http://www.financerockstar.com> Put **#smallbizchat** & get 2 free months coaching **#smallbizchat**

2011-07-14 1:09 am [Rylboslady](#) RT [@SmallBizLady](#): Roll call, who's on [@Smallbizchat](#) tonight? Give me your best 140-character commercial. **#smallbizchat**

2011-07-14 1:09 am [JFeskorn](#) [@TheMogulista](#) Thanks for the RT tonight, Juan. **#smallbizchat** ;)

2011-07-14 1:09 am [growinggold](#) [@SmallBizLady](#) absolutely! **#smallbizchat** is always good! most of all, you are incredibly professional, organized - big KUDOS to you! ;)

2011-07-14 1:09 am [niecytaylor](#) RT [@DonGaddyll](#): setting your price extremely low affects perceived value. You become the "cheap option" vs. The "quality choice"  
**#Smallbizchat**

2011-07-14 1:09 am [Featherssssss](#) THIS. THIS. THIS. THIS RT [@B2BBusinessForm](#): Remember 1 person can build a home but 2gether we can build a community  
**#smallbizchat**

2011-07-14 1:09 am [PoetaChica](#) RT [@DonGaddyll](#): setting your price extremely low affects perceived value. You become the "cheap option" vs. The "quality choice"  
**#Smallbizchat**

2011-07-14 1:10 am [BizFinanceForum](#) Signing off - have a great night **#smallbizchat**

2011-07-14 1:11 am [cedricluma](#) Interesting discussions here.. first time for me .. and i'll be back next week .. Thanks to all **#smallbizchat**

2011-07-14 1:12 am [WeddingBlush](#) [@GarmentAgency](#) [@MarcREnriquez](#) Great chatting with you tonight during **#smallbizchat**. Quality comments :)

2011-07-14 1:12 am [Rylboslady](#) RT [@SmallBizLady](#): Next week Sweetie Berry [@SweetieBerry](#) shares Back to Basics for Small Business Owners **#smallbizchat**

2011-07-14 1:12 am [TheMogulista](#) YW! "Cost Based vs Value Based" Nice tidbit! RT [@JFeskorn](#) [@TheMogulista](#) Thanks for the RT tonight, Juan. **#smallbizchat** ;)

2011-07-14 1:13 am [Rylboslady](#) RT [@SmallBizLady](#): Was this interview helpful? Join us every Wednesday 8-9p ET follow [@SmallBizChat](#) on Twitter for info.  
**#smallbizchat**

2011-07-14 1:13 am [motownmutt](#) RT [@DonGaddyll](#): setting your price extremely low affects perceived value. You become the "cheap option" vs. The "quality choice"  
**#Smallbizchat**

2011-07-14 1:13 am [MarcREnriquez](#) Likewise, thanks! RT [@WeddingBlush](#): [@GarmentAgency](#) [@MarcREnriquez](#) Great chatting with you tonight during **#smallbizchat**. Quality comments :)

2011-07-14 1:15 am [cedricluma](#) thanks to [@dheeyann](#) for inviting me over.. such a sweetheart..  
**#smallbizchat**

2011-07-14 1:16 am [denissemarie16](#) Yes thank you! RT [@BizFinanceForum](#): [@denissemarie16](#) Don't forget [@smallbizlady](#) puts out a transcript later :) **#smallbizchat**

2011-07-14 1:17 am [giselle2323](#) RT [@growinggold](#): Melinda [@SmallBizLady](#) does a super job with TwtrChat **#smallbizchat** Weds 8pm ET -Ck out her site 4details <http://t.co/Ogtav55>

2011-07-14 1:18 am [MoneyChatLive](#) RT [@growinggold](#): [@SmallBizLady](#) **#smallbizchat** is always good! most of all, you are incredibly professional, organized - big KUDOS to you! ;)

2011-07-14 1:20 am [Rylboslady](#) Senior Writer 4 Delesa J Writing Services, we specialize in resumes, articles & business writing cc@delesaj About.me/DelesaJ  
**#smallbizchat**

2011-07-14 1:21 am [BarryBirkett](#) [@taigoodwin](#) Thanks & great **#smallbizchat** tonight!

2011-07-14 1:23 am [JackiYo](#) RT [@Chris\\_Eh\\_Young](#): Never set your prices based on your competitors. They probably don't know how to set prices effectively.  
**#smallbizchat**

2011-07-14 1:24 am [MarcREnriquez](#) Thanks for the RTs! [@Manta](#) [@TaiGoodwin](#) [@WorkSmarteBiz](#) [@PersonaAffairs](#) [@DonGaddyII](#) [@BlackDreams](#) [@BizFinanceForum](#) [@SmallBizLady](#) **#smallbizchat**

2011-07-14 1:24 am [growinggold](#) Remember one person can build a home, but together we can build a community **#smallbizchat** via [@B2BBusinessForm](#)

2011-07-14 1:24 am [MarcREnriquez](#) Thanks for the RTs! [@spylantweet](#) [@SocialCatalysts](#) [@denissemarie16](#) [@helenantholis](#) [@niecytaylor](#) [@B2BBusinessForm](#) [@systematizeme](#) **#smallbizchat**

2011-07-14 1:25 am [MarcREnriquez](#) Thanks for the RTs! [@dheeyann](#) [@Rylboslady](#) **#smallbizchat** (Sorry for the excess TY tweets, followers, I hate not saying thanks!)

2011-07-14 1:26 am [Rylboslady](#) Excellent **#smallbizchat** tonight! [@SmallBizLady](#) looking forward to next week's.

2011-07-14 1:26 am [freelance2u](#) RT [@msrasberryinc](#): If you know a small biz owner who could use some advice tell them to follow [@smallbizchat](#) and join us every Wed 8-9 ET **#smallbizchat**

2011-07-14 1:26 am [MarcREnriquez](#) Thanks for the **#smallbizchat** interaction! [@thompsonsarahb](#) [@Chris\\_Eh\\_Young](#) [@GarmentAgency](#) [@JFeskorn](#) [@WeddingBlush](#) [@NowAccounting](#) hv a grt nt!

2011-07-14 1:27 am [NowAccounting](#) [@MarcREnriquez](#) you too **#smallbizchat**

2011-07-14 1:28 am [dheeyann](#) RT [@MarcREnriquez](#): Thanks for the RTs! [@dheeyann](#) [@Rylboslady](#) **#smallbizchat** (Sorry for the excess TY tweets, followers, I hate not saying thanks!)

2011-07-14 1:31 am [porkchop480](#) RT [@Chris\\_Eh\\_Young](#): Never set your prices based on your competitors. They probably don't know how to set prices effectively.  
**#smallbizchat**

2011-07-14 1:33 am [HerrlesMarket](#) RT [@JackiYo](#): RT [@Chris\\_Eh\\_Young](#): nevr set yr prices based on yr competitors They probly dont know how 2 set prices effectively  
**#smallbizchat**

2011-07-14 1:35 am [BarryBirkett](#) [@bizfinanceforum](#) Thank you for your **#smallbizchat** insights !

2011-07-14 1:35 am [thebarefootceo](#) Remember one person can build a home, but together we can build a community **#smallbizchat** via [@B2BBusinessForm](#)

2011-07-14 1:35 am [helenantholis](#) [@MarcREnriquez](#) Absolutely next week: Love [@SweetieBerry](#) for **#smallbizchat**.

2011-07-14 1:37 am [thompsonsarahb](#) [@MarcREnriquez](#) wink back at you - good addition of the word "effective"! Nice to see you on **#smallbizchat**

2011-07-14 1:38 am [Tammikab](#) RT [@SmallBizLady](#): RT [@BizFinanceForum](#): Every \$1 of expense you don't track costs you \$1.35 **#smallbizchat**

2011-07-14 1:45 am [CareerFinesse](#) RT [@Manta](#): Hi everyone, Manta is the world's largest online community for promoting and connecting small business.  
<http://www.manta.com> **#Smallbizchat**

2011-07-14 1:45 am [CareerFinesse](#) RT [@TaiGoodwin](#): Social Networking + Checklist for Planning = Less frustration and more results ... <http://ht.ly/5E42k> **#smallbizchat**

2011-07-14 1:46 am [ErikaMJones](#) Great **#smallbizchat** chat tonight by [@BizFinanceForum](#) (Nicole)

2011-07-14 1:47 am [talansbs](#) Fende) via [@smallbizlady!](#)  
[@BizFinanceForum](#) Soccer banquet tonight. Sorry we had to miss it.  
How did it go? **#smallbizchat**

2011-07-14 1:55 am [CareerFinesse](#) RT [@SmallBizLady](#): For tips on #smallbiz success subscribe to  
Melinda Emerson's blog at <http://www.succeedasyourownboss.com>  
**#smallbizchat**