

Price increase email

Three emails to edit. Put progress first, then the new price, with at least 30 days notice or the notice in your terms.

Email 1: a client of 12 months or more

Subject: Your coaching fee from [date]

Hi [name],

Over the last [number] months you have [one result, taken from their log]. Thank you for the work you put in.

From [date] my fee will be [new price] instead of [old price]. [Your reason, in one sentence.]

You stay on [old price] until [date], if you want to give that.

If you have questions, reply here or book a call and we will talk it through.

[Your name]

Email 2: a client of under 12 months

Subject: A change to my fee from [date]

Hi [name],

You have done [sessions] sessions since you started, and [one result from their log].

From [date] my fee will be [new price] instead of [old price]. [Your reason, in one sentence.]

If you would like to talk about it first, reply here.

[Your name]

Email 3: new price for new clients, existing clients kept on the old rate

Subject: Your fee stays the same until [date]

Hi [name],

My fee for new clients is now [new price]. Your fee stays at [old price] until [date].

On [date] it moves to [new price]. I will remind you [number] days before.

Thank you for training with me. Reply here if you have any questions.

[Your name]

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