Pricing increase template

Communicating out a price increase is no easy feat - whether you’re B2B or B2C, no-one likes paying more. But, sometimes, it’s just got to be done, and how you package your message can be the difference between a still happy customer and a lost customer.

This one no doubt goes without saying, but you should always communicate price increases well in advance, too.

| **Email template #1** |
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| Hey **[insert name]**,  We’re just emailing to let you know that as of **[insert date]** the price of your **[insert product]** plan will be changing.  In the last six months, we’ve:   * Insert product upgrade example #1 * Insert product upgrade example #2 * Insert product upgrade example #3 * Insert product upgrade example #4   And, well, upgrades cost time, money, and resources!  But here’s how these upgrades now provide you with exponential value:   * Value point #1 * Value point #2 * Value point #3 * Value point #4   Your new **monthly/annual** fee will be **[insert amount]** and this will kick in as of **[insert date]**.  If you’ve got any questions or concerns, please get in touch on **[insert number/email]**.  Thanks,  **[insert name]** |
| **Email template #2** |
| Hi **[insert name]**,  Effective **[insert date]**, our prices are increasing by **\_\_\_\_\_%**. For you as a valued client, we’re holding existing pricing for 3 months **[insert the period]** after that, so your prices will not increase until **[insert date]**.  We’ve held our pricing stable for the last **[insert time period]** but unfortunately, due to increasing production, maintenance, and service costs, we now have to reflect these increases in our own pricing.  If you have any questions about this update - or anything else, for that matter! - head over to the **Help Center** for more info.  Thanks,  **[insert name]** |
| **Email template #3** |
| Hey **[first name]**,  From **[insert date]** onwards, the cost of your **[insert product name]** will increase to **[insert price]**.  Here at **[company name]**, we’re 100% committed to providing you with the quality you deserve, and this adjustment will enable us to continue delivering on that promise.  As always, we have - and will continue to - minimize the price increases as much as is feasibly possible.  If you have any questions or concerns around this update, please do get in touch.  Thanks,  **[insert name]** |
| **Email template #4** |
| Hi **[insert name]**,  Over the last 6 months, we've delivered value to clients by providing:   * Feature A * Feature B * Feature C.   Because of this, our monthly pricing is increasing in an effort to accurately reflect the value clients are getting out of our product.  As of **[insert date]**, your monthly/annual fee will be **[insert amount]**.  Thanks,  **[insert name]** |
| **Email template #5**  Note: unlike the other templates which are geared towards existing customers, this template is for prospects who have not yet converted, in a bid to push them over the line. |
| Hi **[insert name]**,  Still interested in **[product name]**?  We can’t say we blame you.  Our pricing is set to increase on **[insert date]**. For all the same awesome features and results at our lower rate, sign up now to lock it in.  You know it makes sense. 😉  Thanks,  **[insert name]** |