

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

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]
