MINI GUIDE

# 💰 Confidence in Pricing

*Pricing is not a math problem. It's an identity and confidence problem.*

**If you don't fully believe in your value, your pricing will always feel heavy — to you and to your client. Keep reading. ↓**

# Why Pricing Feels Hard

**Your discomfort is rarely about the number. It runs deeper.**

## Fear-Based

- Fear of rejection
- Fear of losing the client
- Need to be liked

## Identity-Based

- "Who am I to charge this?"
- Guilt about charging
- Comparison with others

✍️ **Reflect:** "When I think about my price, the emotion I feel most is _____________."

# Shift 1: From Price → Problem

### ❌ Low Confidence

"Is my price too high?"

### ✅ High Confidence

"Is this problem worth solving now?"

**Your client's problem already costs them — in money, time, energy, and missed growth.**

> **"I am not charging for my time. I am charging for relief, clarity, speed, and results."**

CHAPTER 3 OF 8

# Shift 2: From 'Hope They Say Yes' → Clear Fit

**Stop trying to convince everyone. Check fit *before* you quote.**

1. Is this person ready for change?
2. Do they see the cost of staying stuck?
3. Are they buying value — or bargaining for price?
4. Do I actually want this client?

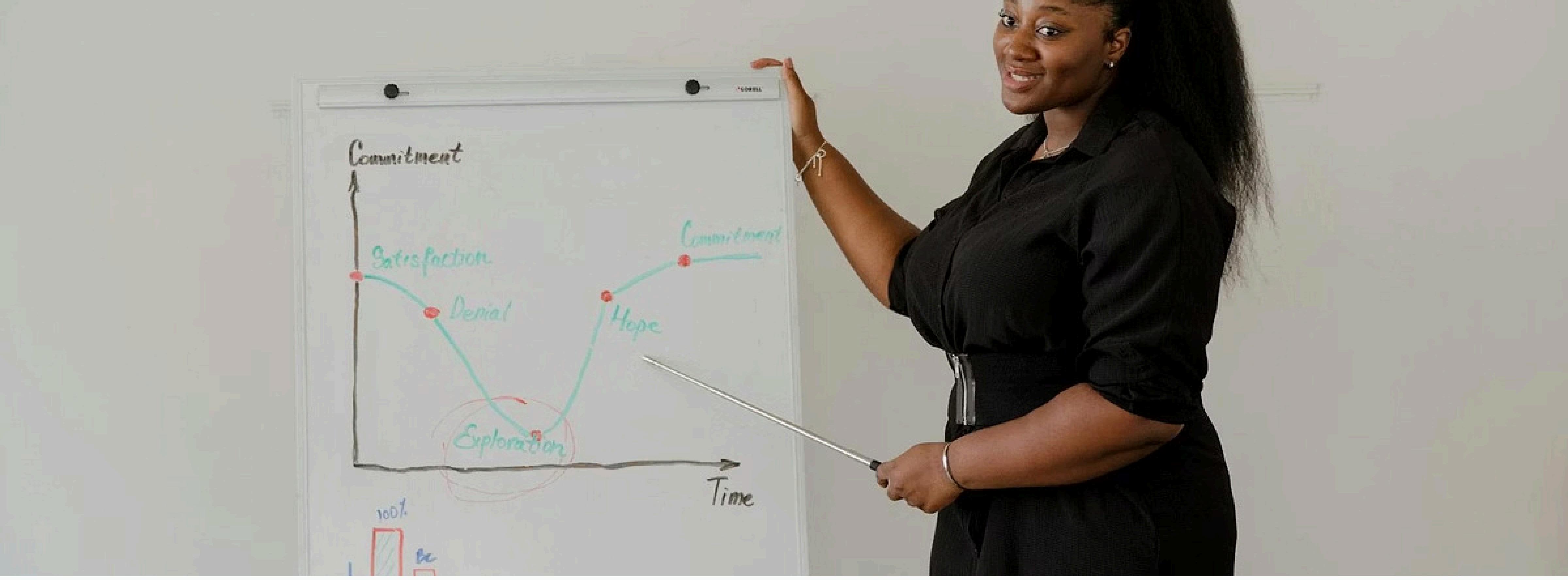
When it's a genuine fit, pricing feels **calm** — not apologetic.

# The Pricing Confidence Check ✅

**Run this internal check before every pricing conversation.**

1. I believe this transformation is worth the price
2. I have created results like this before
3. I am okay if they say no
4. I am not discounting out of fear
5. I am grounded, not rushed

🗒 If 3 or more are unchecked → **pause**, not discount.






# How to Say Your Price Without Shrinking

**Don't over-explain. Don't justify emotionally. Say it simply — then pause.**

**Say It**

**"The investment for this is £____."**
***(pause)***

**If Pressed**

**"This is based on the depth of work, outcomes, and support involved."**

> Silence is confidence.

# Handle "It's Too Expensive" With Grace

"Too expensive" usually signals one of three things:

### 🔍 Value Gap

They don't see the value yet

### ⏳ Timing

The moment isn't right

### 🚫 Not a Fit

Genuinely the wrong match

💬 **Respond calmly: "Can I ask what part feels expensive — the price or the value?"**
**or: "Compared to what?"**

# Build Pricing Confidence Over Time

Confidence grows through **evidence**, not affirmations. Do this consistently:

→ **Track results**

Big or small — write them down

→ **Capture client words**

Note feedback in their exact language

→ **Record before–after shifts**

Acknowledge your own growth

✍️ Create a **Value Proof List:** "I am worth this price because I have helped people _____________." Read it before every pricing conversation.

CHAPTER 8 OF 8

# The Identity Shift

### ❌ Low-Confidence Identity

"I hope they say yes."

### ✅ High-Confidence Identity

"I am clear about my value. The right people will feel it."

> "My price reflects the seriousness of the problem I solve and the transformation I enable."

🧠 YOUR PRACTICE THIS WEEK

# One-Week Challenge

1. Quote without over-explaining
2. Stop discounting without reason
3. Speak about outcomes, not hours
4. Accept a 'no' without taking it personally

✍️ End-of-week: *"What changed in how I felt when I spoke about my price?"*

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## Confidence in pricing is self-trust in action.

Found this guide useful? **Share it with a fellow entrepreneur** who needs to hear this. 💚

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