



Balanced Path Coaching

HOW TO CHARGE WHAT YOU'RE WORTH

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*You have to have belief in what it's worth
before people will pay for it.*

HOW TO STOP UNDERCHARGING

Most coaches are undercharging for their services.

The reason is that they choose a price they think people would be willing to pay. Once they get a few people to say yes, then they start to believe it's worth it. They think they need evidence first before they think people really want it.

But that's doing it backwards.

The problem with this is that you're basing your pricing on other people's opinions, which can be all over the board. They may have no experience with what you're offering.

*What you charge is a reflection of what you
think you're worth*

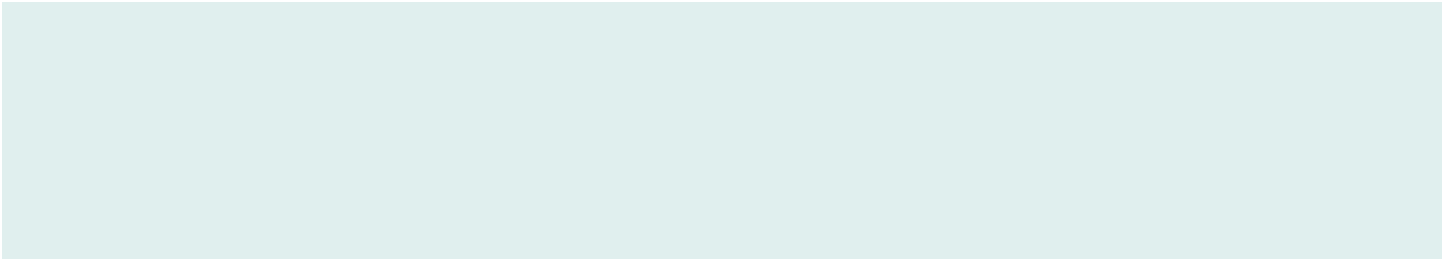
The way to charge what you're worth is to look at the results you help people get.

What is your current offer and price?

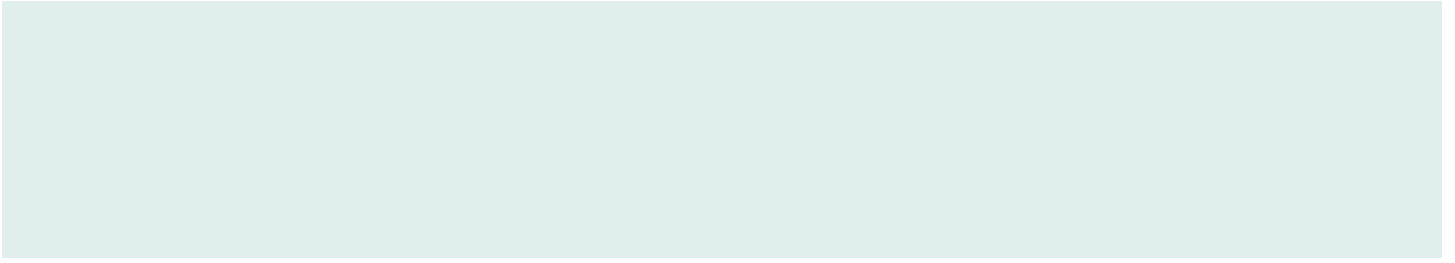
What are all your current thoughts about it?

List all the possible results and benefits your clients could get from working with you:

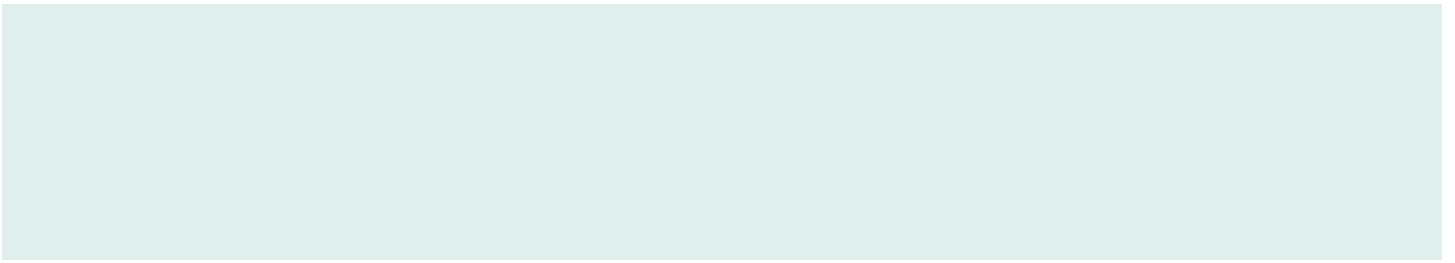
What's the value of getting all these results?



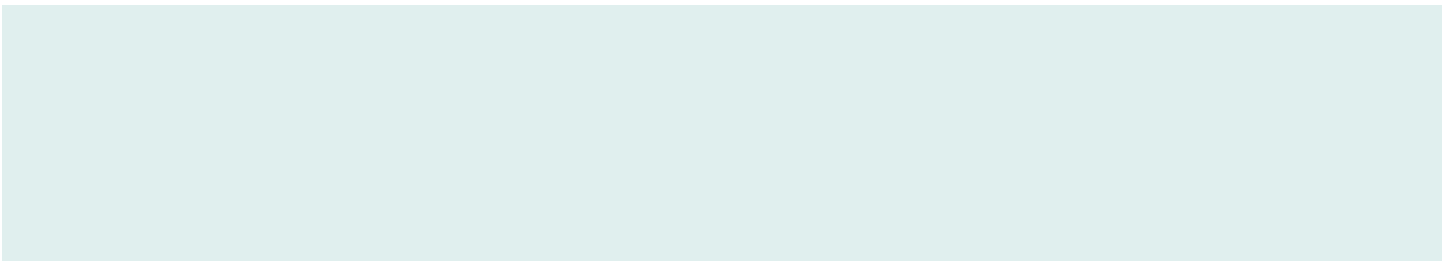
How will you know it's time to raise your rates?



How does it benefit your clients when they pay more?



What are the thoughts you want to have about your rates?



How will these thoughts create a different outcome for your business?

