



The Journey to Setting the Price that Thrives

FOR COACHES, BUSINESSES & BRANDS





The Journey to Setting a Price that Thrives

When I started my coaching business, I had no idea of my actual value. Being the first in my family to enter this form of entrepreneurship I had no real guidance. And that was why my first client literally paid \$90 per hr. I thought this was great because it's more than I make hourly, right? Not right.

While making an impact was most important to me and I was not money driven, I knew in order for my business to flourish something I to change. I began to feel devalued by my pricing that was not the equivalent of the amazing results my clients were having.

That is why receiving coaching was pivotal for me to recognize my own value, adjust mindset barriers to pricing, create a program with value-based pricing and set a price that helped my business to thrive. Soon after, I reached my first 5 figure month.

I'm now sharing the strategies I use and teach my clients to ensure while making an impact is important, they are equally price in a way that helps them to reach their business goals.



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THE PRICE THAT THRIVES

Setting the right price for your service or product can be challenging. Many are affected by mindset barriers, the imposter syndrome, and concerns of whether their price is too cheap or expensive.

How you price your services and products should reflect how much you value the services you offer and yourself. Allow yourself to make your first sell. For some of us, we must fail first, to fall forward. For others, you just have to get out of your own way.

Things to Consider:

- How much would you pay someone to solve your pain points and problem?
- Identify the cost to run your business. Everything! Total cost of website, scheduling, VA, phone, internet, marketing, etc.
- Consider the services/products you offer low-level, mid-level, and premium.
- Take each service/product you offer and assign it a value. What do you think it is worth versus market value/research? (1-on-1 and group coaching, course, Facebook group, workbook, e-book, etc.)
- How much do you need in order to meet business cost and make the monthly profit you need?
- Product based business should also consider Demand vs Supply.
- Monthly payment vs Paid in full impact

IDENTIFY & ADDRESS BARRIERS

Transparently document your barriers to pricing.

How do these barriers currently affect your ability to set pricing equivalent to your value?

List 3 ways that you can start to address your barriers.

VALUE BASED VS HOURLY PRICING

Read: [How To Correctly Price Your Coaching Services - The MindBodyFood Institute](#)
[Pricing Your Coaching Products and Services • The Coach Guardian](#)

Which type of pricing structure do you currently use and why?

What is the impact your product/service has on you client?

How will you adjust your current pricing to match the value you bring to your clients?

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Inflamed Sisters Thriving with Social Media was designed to assist chronic illness warriors to thrive in their businesses while using social media strategy. You have learned strategies to remain consistent, attract your niche-specific follower, increase engagement, and convert followers into clients without flare-ups or burnout. Click the link below to Join our community! In this community, you received a source of support and accountability to thrive!

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