

PRICING DO'S & DON'TS

Success Guide For
Female Coaches



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Dear coach

There is no other strategy that impacts success and profitability in your business as much as pricing

I don't have a magic pricing number for you, but I do know that pricing isn't just about moneyIt's about you empowering yourself to 'OWN YOUR WORTH!'

How you handle pricing on your website, in your discussions with potential clients, can elevate the types of clients you work with. It is also your clearing for great profitability, ease and joyfulness in your coaching business.

This Pricing Do's and Don'ts Success Guide will help you to:

- **avoid making costly mistakes**
- **integrate proven pricing practices into your coaching business**
- **create empowered boundaries**
- **prevent under-charging, and**
- **up-level your feelings of self-worth.**

You're encouraged to use this checklist to make sure your pricing habits are powerfully working to help you create a successful, enjoyable growing coaching business that you're **100% in love with!**

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DON'T... Use Words Like “Price, Cost, Buy Or Discount.”

As a coach, stop thinking of yourself as a commodity, like just another pineapple at the supermarket. Rather, remember that the coaching you give to your clients provides results and transformation. Reflect the value you are providing in your words.

DO... Always Say “Invest Or Investment.”

Everyone wants to thrive, investing in a coach helps clients to flourish. By holding the positive belief that your fees are an investment (not a cost) you'll be owning your worth and also keeping your client's mindset where it should be: on the results and personal transformation they will experience from coaching with you, rather than the price.

DO... Control When You Discuss The Investment With A Potential Client.

Is your prospective client a great fit for you? Have you answered all of their questions? And are they 100% excited about your coaching programme offer and clearly sees how coaching with you will support them in achieving their dreams? Until you get to this point in your conversation, hold off discussing fees. Price should be the LAST consideration in working together, not the first.

DO...Embrace Charging Premium Fees So You Can Create A Prosperous Coaching Business That You Really, Really Love.

The premium fee model is more than just a strategy — it's a mindset shift that supports you in serving at the highest level and owning both your worth and the value of the transformation you're bringing to your clients. Charging premium fees right from the beginning — and learning how to do it with integrity — positions you to attract clients you love coaching and who don't drain you. Plus, with this model you don't need as many clients to reach your income goals.

Premium fees are your foundation for success in your business and allow you to thrive profitably right from the start.

DON'T... Undercharge

Undercharging undermines your credibility and confidence, plus keeps you from being profitable enough to thrive in your coaching business, which means a lot more hustle and grind. Remember, people truly do respect what they pay more for, so by avoiding undercharging, you're telling the world you believe in the results & transformation your coaching can make in the lives of your clients.

DO... Choose Your Pricing Based On Results & Transformation, Not Time.

What's the solution to not getting stuck trading hours-for-pounds? Offer coaching packages that obsessively focus on the specific results & transformation you'll create with your clients, and skip mistakenly emphasising the hours or number of sessions you'll clock. As a bonus benefit, offering results-based coaching packages is how you can beautifully serve your clients while also setting up a coaching schedule that gives you the time and lifestyle freedom you crave.

DON'T... Climb Into Someone's Wallet And Decide What They Can Or Cannot Afford.

People love investing in themselves and in their businesses. And they're willing to step up powerfully when it's for something they really want and know will help them achieve their dream. Let them!

DO... Accept All 4 Major Credit Cards.

You want to remove any barrier from a new client to say 'yes' to your coaching package offer, and make it as easy as possible for you to receive payment for your business coaching.

DO... Skip Giving Away Your Coaching For Free Or Bartering.

If you feel you're meant to create profound impact then you can't give away your coaching for free or barter.

Place yourself into the mindset of paid practice, which means YOU getting paid for your coaching, even if you're new or in coach certification training. Period. Otherwise you're setting yourself up for struggle, trying to coach people who are not committed, who don't value your coaching or who won't take the coaching seriously and do the work to get results. Even if you're a new Coach, your coaching creates amazing results & personal transformation.

DO... Plan On Raising Your Fees Frequently In Your First 1-3 Years As A Coach

As you gain experience creating results & personal transformation for your clients, your confidence is going to soar and you'll definitely want to level up your fees to match it. Remember, your first fee is your starter fee, not your final fee.

DON'T... Allow Your Clients To Easily Drop Out Of A Program Or Delay Their Payment.

Hold your clients as powerful. You'll be surprised how often this mindset will help you coach a client who may be experiencing self-doubt or feeling scared, to instead move into a place of transformation. You holding them as powerful can be just the catalyst they needs to not quit on their dreams.

DO... Offer A Payment Plan As One Of Your Payment Options.

Offering a payment plan option will definitely help you sign on new clients. Keep in mind that a payment plan is not a "pay as you go" with the option of dropping out of coaching at any time. Your payment plan clients are still committing to the total coaching programme investment.

DO... Always Make The Coaching Program Deposit Non-refundable.

Think of non-refundable deposits this way: it is your new client's commitment to their results & personal transformation.

DON'T... Post Your Coaching Fees On Your Website.

The psychology of not posting your coaching fees on your website is this: doing so places the emphasis on price, instead of on results & transformation.

Plus, it's human nature that as a potential client learns more about you and how your coaching can help them, price drops down in priority in favour of other factors that are ultimately more important to them, like working with a coach they trust and feel can help them get the results they desire.

DO... Motivate Your Clients To Pay In Full.

There are so many benefits to this strategy and I consider it a key pillar to creating a lucrative coaching business that you really love. Payment in full for your coaching gives you a positive surge of cash into your business, plus gives you a client who is 100% committed to coaching with you. Plus, it keeps the back-end administration of running your coaching business ultra simple.

A BONUS JUST FOR YOU...

Believe In Yourself!

Hey Coach, It's your time to set your business on fire!

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I completely believe that putting **any one of the Do's** in this guide will start to make a difference for you in your business.

Remember it's not about worrying about what you have done or have not done in the **past**. After all we all have done what we have done and didn't do what we didn't do.

Rather, I would like you to join me in **letting go of the past** and moving on to the **bright clear future** we have ahead of us when we get into action and do something different from what we have always been doing.



*I would love to hear about your ah-ha moments after reading the guide and what **DO** you are going to put into practice.*

HEAD OVER TO MY WEBSITE **HERE** AND LEAVE A MESSAGE VIA MY CONTACT PAGE, I WOULD LOVE TO HEAR FROM YOU!

