

# Pricing as You Scale

THE SACRED SCALING

*Collective*

**Captivate**

**Nurture**

**Activate**

**Scale**

**“Can I REALLY charge that?”**

**Price Elasticity is a thing :-)**

# PRICING YOUR STUFF

**1. “What are the results WORTH to the client?”**

- **What RESULTS will you create for your clients?**
- **As a result of the work with you, what do they get to experience?**
- **What's life-changing about the results you create?**
- **Consider the impact on all areas of their life: money, relationships, health, spiritual well-being**
- **What are the short term AND long term results?**

**2. “If they don’t do it, what’s the COST to them?”**



- **What happens if they stay where they are?**
- **Look across ALL areas of their life: money, relationships, health, spiritual well-being**
- **Look at short term AND long term costs**
- **The sale happens here!**

### **3. “What’s it worth to YOU?”**

- **What is the MINIMUM price you will accept for your time?**
- **What are the expenses/overhead to consider?**

## 4. “Who are you BE-ing?”

- **A 3-month program that deliver similar content/results can be priced at \$1k by one person, and \$25,000 by another**
- **Your BE-ing is made up of emotions, frequency, thoughts, and environment**
- **It affects how willing you are to be visible or make bold claims, your confidence, your positioning, and how much you're willing to charge**

# **5. Is your bigger vision aligned with your price?**

**6. If you tap in, you'll know... so, what do you know you should be charging?**

**Add it up:  
This is your bottom line - the minimum you  
must receive**



**YOUR WORK HAS VALUE**

- **Natural talents and skills**
- **Skills and talents you've learned**
- **Bodies of work and systems**
- **Life experience**
- **Degrees, training, schooling, etc.**
- **Books you've written**
- **Jobs you've had**
- **Testimonials you've received**
- **What you love and are valued for**

# **BUSTING THROUGH A PLATEAU: THE PROCESS**

**Your current income =  
How much you're willing to receive  
(which reflects your beliefs)**

**It already exists.**

- **Current situation (based on FACTS)**
- **In order to do this, what has to be true (in your head)?**
- **Tap in, what is the resistance? What's the story going on?**
- **What might you lose that you value?**
- **What's your goal and next step?**
- **What support can you put in place?**
- **What “woo” tools can you use?**
- **Keep going and celebrate :-)**

# **TAP INTO YOUR HIGHER SELF AROUND PRICING**

**What do you *wanna* be charging?**



**What kind of clients is it for?  
(Who do they have to BE in order to pay that?)**

**What's the current situation?  
(Minus the story)**

**How are you showing up as a leader... and what needs to shift in order to call in and work with your Soulmate clients?**

**How does my messaging need to shift in order to call them in?**

**Realistically, what's the plan and the timeframe to have all the clients I want at the new price?**

**RAISE YOUR PRICES, WHILE  
KEEPING YOUR BEST CLIENTS:  
HOW TO DO IT**

**1. Pick a date by which you'll charge your new rate to new clients**

**2. Pick a date by which you'll charge your new rate to current and past clients**



### **3. Share your new rate with your current (and past if you'd like) clients**

**You DO get clients results!**  
**Keep your focus on that!**

**Thank You! <3**