



# 6 Steps<sup>to</sup> charging **MORE**

with 100% confidence

A workbook for  
coach-shaped-people

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COOMBES

# 6 Steps to charging MORE

with 100% confidence

- Have those voices in your head been saying that this isn't the right time to raise your prices?

This can be an icky, uncomfortable thing to do. You start finding reasons why you shouldn't do it now. But they're not reasons, they're excuses.

That's why I'm so glad you're here! Time to rip off the plaster and start charging more.

## Hi, I'm Janine

Welcome to my step by step guide to charging more with 100% confidence.

Pricing is a positioning tool. It sends a message about the level of service people can expect from you.

It's also a motivator for you to do the best job you can and to encourage your clients to show up and do the work.

**So let's start charging more for your valuable services, and feel comfortable about it!**





## Step 1: Deal with those mindset gremlins

Loads of people struggle with putting their prices up. It's classic mindset gremlin territory. 'Who am I to think I can charge that much?' 'People will think I'm a money-grabbing cow.'

Time to get all those unhelpful thoughts out of your head and onto paper. And then deal with them.

Write down 5 reasons why you think you shouldn't or couldn't charge more. It's brain purge time.

### STEP 1: Reasons I can't charge more

1.	
2.	
3.	
4.	
5.	



## Step 2: Reconnect with reality

Now consider each statement in turn. Do they represent the truth or are they made-up stories you're telling yourself based on outdated beliefs?

Go and find evidence to support the opposite of those statements, and write them below.

For example:

"No one will buy my service if I charge more." Can you find examples of services similar to yours where people are paying much more for them?

### STEP 2: Evidence to the contrary

1.	
2.	
3.	
4.	
5.	

## Step 3: Prove the value to your prospects

The price of a service is rarely make or break. But value always is.

List 3 reasons why you're the best person to help your favourite clients. I want deep emotional reasons not superficial bumpf that anyone could churn out.

To delve deeper into your ideal customer's motivations, write 'which means...' and continue the sentence. Repeat this three or four times until you feel that you've got to the crux of the problem.

For example if you were a leadership coach you might say this:

	Why you're the best	Which means...	Which means...	Which means...
E.g.	<i>I spent 10 years as CFO in an international corporation.</i>	<i>I'll know what a struggle it is to balance work with international travel.</i>	<i>I can share the success strategies that I developed for myself with you.</i>	<i>You can short cut the journey and learn to love your life and career again with me at your side.</i>
1.				
2.				
3.				

## Step 4: Prove the value to YOURSELF

You have to be happy with your new pricing. You need to believe in your guts that you're giving your clients a good deal otherwise you'll be reluctant to say the figure out loud.

Write 10 reasons why your service is THE BEST. I'm talking extremely personal, exquisitely specific and UNIQUE TO YOU things.

Less 'Because I try hard', more 'I'm committed to helping these people achieve X because I've been in their shoes and learned the hard way. I desperately want them to avoid Y and Z'.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

I know. 10 is a lot isn't it? It's so many that it's going to make you wring your brain out and eventually gold is going to drip out.

## Step 5: Set yourself some guiding principles

Charging more doesn't mean you're greedy. It means you're taking your business seriously. Set yourself some ethical rules and strong boundaries so you don't feel out of integrity or end up over-delivering.

### Examples:

- I won't raise prices for my current customers unless X.
- I'll never charge more than I feel comfortable with.
- I won't do free sessions but I'll produce one helpful blog per month.
- I'll offer one slot per quarter to a struggling person at a low cost.
- I will raise my prices after every 7 sales.

Write your rules here:

1.

2.

3.

## Step 6: Plan of action

Time to work out the nitty gritty. Use this page to make a price increase plan. Then stick to it.

My new price for ..... will be .....

Pick a sum that feels comfortable to you. You can raise your prices again whenever you want!

Then plot out the following:

**Where do your prices need updating?**

*e.g. Website 'work with me' pages, pricing guides etc.*

**When will you change your prices by?**

*e.g. I will use my new prices on the next discovery call I have.*

**What will hold you accountable?**

*e.g. I will find a biz friend who's also increasing their prices.*

**How will you get used to your new pricing?**

*e.g. I will mention it to X number of people by the end of the week, I'll say it out loud to myself with a smile every time I pass a mirror.*





## Reluctant to push the button?

There's no doubt that the prices you charge can make or break your coaching or consulting business.

But your service fees need to be a reflection of the value you're offering. And that can be tricky to put your finger on.

**If you're a coach-shaped-person who's looking to earn more from your high-touch services without slogging your guts out [book a free discovery call with me by clicking here](#).**

