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HOW TO CHARGE MORE MONEY (AND GET IT)



INTRODUCTION

What would it feel like if you could raise your prices right now without feeling guilty?

And what if I said, it's easier than you think.

In this guide, I'm going to break down the principles on pricing YOU need to know in order to start commanding higher prices for your coaching business.

We've had clients start making double in a week, do multiple-five figures in sales in a few weeks, and most importantly - gain the confidence to charge top dollar prices and get it.

Here's the truth. Most women are underearners. According to *Overcoming Underearning* by Barbara Stanny, one in four American workers is an underearner and most of them are women.

This is utterly unacceptable in my book.

So here's what YOU can do to confidently increase your prices right now.

PRINCIPLE #1

Your work is valuable. You just might not know how valuable.

When I work with women coaches and course creators who want to charge high-ticket prices, often times they struggle with a) charging that kind of money and b) justifying it.

First, there IS no need to justify it but more on that later.

Second, most of the time they have no idea how valuable their offering is because they have no idea how they've actually helped people. Mostly because, they haven't kept in communication with past clients or they just didn't think about it.

Go talk to your past clients and ASK them how things are going. Set up a time to chat, catch up ask them how their lives have improved since working with you. You'll be AMAZED at what you learn.

One of our Persuade to Profit clients, Sylvia, learned she helped one of her clients save \$4,000 a month in unnecessary expenses. That's a hell of a lot of money!

Suddenly she knew exactly how to express the value of her offer and how her group coaching program solves specific problems.

Once Sylvia found this out, she was off to the races! She completed the coursework in Persuade to Profit and closed 13 new high ticket clients in about 30 days. A couple of months later, she was charging 2.5x the price.

PRINCIPLE #2

Understand why undercharging is actually killing your sales.

In the book *Influence* by Robert Cialdini, he talks about how humans operate under the assumption that if something costs more money then it must be good.

He gave the example of a shop owner who could not sell the jewelry in her shop. When her staff accidentally doubled the price rather than discounting it by 20% as they were instructed to do so, the jewelry pieces sold out.

One of our Persuade to Profit students also learned this. She was trying to sell spots to get six-week group coaching program and no one would buy. When I told her to double the price, suddenly people started buying.

And you know what she was told by people who wouldn't buy? That they thought her original price was too low so it must not be any good.

So, in fact, sales become EASIER when you charge more money. And people happily pay more money because they assume if it costs more it's better. And - most of the time - that's actually true.

How many times have you gone cheap with yourself only to regret that decision later? Meanwhile, you would have happily spent more money for a high-quality product that met your needs.

It's the same when pricing your offerings. Your audience would rather pay more money.

PRINCIPLE #3

Pricing is a mutual sign of respect.

In Persuade to Profit, I teach my clients that pricing is a mutual sign of respect.

Meaning, you are going to show up for your end of the bargain IF the client shows up for theirs.

The first step in them showing up is paying you. Believe it or not, your pricing is actually a benefit to them.

People who pay more money are typically going to show up and do the work. Because of this, they are more likely to get results

.Isn't that the kind of client you desire?

PRINCIPLE #4

Work out your receiving muscles.

The ability to charge high-ticket prices has a direct correlation with how much you allow yourself to receive. In other words, it all comes down to worthiness baby.

Get in the habit of treating yourself like the Goddess that you are.

I'll let you in on how I'm working out my OWN receiving muscles. Each month, I buy myself a luxury item. One month it could be a pair of sunglasses from my favorite designer then next month it's a pair of Valentinos I got on TheRealReal.

For you it could be getting your hair done, allowing yourself to take a nap, getting a mani/pedi, receiving compliments with grace, receiving gifts with grace, etc.

The more you practice receiving, the easier it gets to charge more money.

PRINCIPLE #5

Realize there is no need to justify your value.

I often get asked “Do I need to change my messaging if I’m changing the price?”

To which my answer is no. You don’t need to justify or explain why you charge what you charge.

The price is the price.

Also, an important note. Sometimes people are afraid of charging more money because they don’t want to be one of those “evil rich people” or “price gougers.”

First of all, if you are reading this I am CERTAIN you are in business because you actually want to help people.

Second, I would venture to say most humans - including yourself - are good. Second, there is a difference between taking advantage of people and charging what you are worth.

PRINCIPLE #6

Know the difference between Passive vs. Assertive vs. Aggressive.

This one principle is a game changer and will change your sales calls forever.

Most people suck at sales because they are too passive. The reason they are too passive is because they are afraid of being aggressive.

Here are three definitions you need to know:

Passive: You value the other person more than you value yourself.

Aggressive: You value yourself more than you value the other person.

Assertive: You value yourself and the other person equally.

When asking for more money, you want to be assertive.

PRINCIPLE #7

Tell your Imposter Syndrome to take a backseat.

You want to know why most people undercharge?
Because they have Imposter Syndrome and feel like frauds.

You want to know something else? About 70% of the population feels this way all the time. Here's the thing - everyone feels like a fraud or like they don't know what they are doing. It's part of our weird human nature and that's okay.

Rather than letting it take over, just tell it to take a backseat. And if that doesn't work, there are two things that always do the trick for me when my Imposter Syndrome returns.

First, I remember there are mediocre people out there with mediocre offerings making a hell of a lot more money than me. It's true. And they are making a hell of a lot more money than you too. If their mediocre asses can get rich, then I certainly deserve to be paid well for my expertise.

Second, this tweet from the first 2020 Presidential debate gets rid of my Imposter Syndrome immediately.



In case you don't remember, America came together that night and agreed it was an absolute shit show. If those guys can run the United States of America, you can certainly make more money this week.

PRINCIPLE #8

Have courage and conviction.

As one of my mentors says “It takes courage to make money.”

I would add it also takes conviction.

Courage doesn't mean there is an absence of fear - it means you move in spite of the fear.

So yeah, you may be afraid to raise your prices. Do it anyway.

And conviction? It doesn't mean putting pressure on people during sales.

It means you're more convicted about solving their problem than they are convicted to their excuses and fears.

And want to know something else? People buy from people who are courageous and convicted.

CONCLUSION

Ultimately, raising your prices and making more money simply comes down to you making the decision to do so.

The moment you decide to make more money, you can.

No need to explain. No need to justify.

It's your business, and businesses need to make profits. Businesses also raise prices all the time.

So, now tell me, how are YOU going to raise your prices this week?

Let us know in the [High Ticket Sales for Women Coaches and Course Creators Facebook group](#).