

Empowered Pricing Paradigm

SPIRIT

"When I charge what I am worth, _____."

BELIEFS

"What would I have to believe to charge what I am worth?"

- _____
- _____

VALUES

"What do I value about my fees?"

- _____
- _____

FREEDOM

"By valuing these things I am free to..."

- _____
- _____

ACTIONS

"The actions I will take when pricing my programs, products or services are..."

- _____
- _____

BOUNDARIES

"Who or what do I let go of?"

- _____
- _____

ENVIRONMENT

"My environment reflects my fees by..."

- _____
- _____

MARKETING

"The steps I take with my marketing materials to validate my fees are..."

- _____
- _____

