

Hello ladies and gentleman it's **Janene, The Pricing Lady**, back once again to talk to you about pricing in your business. I work with small businesses owners to help them know what to charge their customers, set the right prices and close more deals. We've been working our way through the top 10 reasons you struggle with pricing. And today we're looking at number nine:

### **#9: You've got Core Beliefs that are holding you back.**

Now I've said before that you need to have the skills, you need to have the pricing know-how, you need to understand the strategies available to you and know-how to implement them. There's one last piece to this puzzle and that's really making sure there is nothing getting in your way.

Core Beliefs are one of those big things that can really hold you back even if you have the skills, the strategy and the know-how.

### **Why?**

Well first of all because they're subconscious, so a lot of times they're holding us back and we don't even realize it.

So what's so tricky about these is that they're actually the body's way of protecting us. So when you're child or when something extreme has happened in your lives, our bodies would say: "ups, we don't want that to happen again, so it will create a little story that it repeats to us over and over again so that we don't make the same mistakes or find yourself in the same situation".

A great example in my own life was having gone through a burnout, about five years ago, and then last year I've noticed that these thoughts keep repeating and these sentences keep repeating, either in things that I was saying to people or in different situations and it was the following: "if I am successful it comes at the consequence of my health" and this came at out of the result of my burnout, where I was very successful at the time and also became quite ill. My body recognizes and said: "ohohohohoh we need to make sure that she doesn't do this again so let's just create the story for her that it's either success or health, not both".

And, so I had been repeating to this, this to myself for years and unknowingly and of course such a Core Belief is going to impact your business.

### **So what do we need to know about these?**

Well the first thing we need to understand is that we need to know that when it comes to our businesses, these Core Beliefs tend to be in the area of money, success and worthiness. Money being a Core Beliefs like: money is the root of all evil or doesn't make me greedy to focus on pricing or profitability. I'm success, I gave you an example good for and Worthiness might be thinking: oh even though my competitors are charging that much, I couldn't possibly because I'm not worth it.

So you can see how all of these statements and all of these beliefs could be really holding you back in your business.

### **So what do you do about it?**

The most important thing that you can do is to start to be aware and you do that by listening. Listening to what you're saying. Notice when you're having conversations with people. Those blanket or all-or-nothing statements that you make. Those statements that you make, that tell you: "you can't have this and that at the same time". And when you hear those things come up then I want you to ask yourself the question: How do I know that's true? And keep at it until you're satisfied that is either serving you or that you've uncovered a Core Belief that's getting in the way.

That's what I have for you today. If you liked this and want to find out more about Mindset and Core Belief matters than hop on over to Facebook, type in the **Pricing Lady** and you'll find my Facebook Page.

On Mondays we have Mindset matter days where I post something right in this area.

Until next time, enjoy pricing!