

Hello it's Janine, The Pricing Lady, back once again to talk to you about pricing in your business. Now we've been looking at the top 10 reasons people struggle with pricing.

I've got another one for you today and this one has to do with what people tell me so often. They think: "Janine it just feels icky, **pricing feels icky**" and you know the funny thing is: I know what they mean. I think that, for most business owners, at some point or another, they felt some level of discomfort or unease when it's comes to pricing. Know this: isn't such skill but they teach us how to do in school. So for most people when they start a business it's new.

Now there are two main reasons why I think that it feels this way.

For many people and **the first is**: we're learning a new skill. Whenever we're learning something new and putting ourselves out there in a vulnerable way, like we are when we have to communicate prices around what we offer and sell it, can feel uncomfortable. Especially if we don't feel we know what we're doing. If you don't know how to set, get and manage those prices in the right way and you don't feel comfortable or confident and how you did it, then of course when you start putting yourself out there and communicating them it will feel okay with time. You'll develop the skills and you'll learn how to do it and it will get easier. So don't worry about that. Your job right now is to make sure that you're learning everything you can about how to set and get and manage the prices in your business.

**The second thing** that gets in the way: our core beliefs. We establish core beliefs, well before we're 8 years old usually in life and they come from all different kinds of influences and when it comes to your business those core beliefs, the ones that are triggered the most, are, usually, around money, success and worthiness. Ooh those are big points of course, but when it comes to pricing, of course, those are the ones that are right there, in front, quite often. These core beliefs can be unknown to us. We start our businesses and things get in the way. And we feel all this fear that we don't necessarily understand. So the first step to dealing with these things is making sure that you uncover and are aware of which ones aren't there and hindering you the most.

Now you understand why it is that pricing might feel icky to you and your business. More importantly you know what you need to start doing first. You've got to make sure you know how to set, get and manage the prices in your business, in the right way. And second, you need to make sure that you understand things that might be hindering you and how to start working, answering them.

Now if you'd like to know more about how to set, get in those prices and how to work on those core beliefs go to [www.thepricinglady.com](http://www.thepricinglady.com) and find out more about how to start working with me today.

Until next time ... enjoy pricing!