

Hello, hello! It's Janene, The Pricing Lady, back once again, sharing with you my tips and tricks for better pricing in your business.

We've been looking at the top **10 reasons you struggle with pricing** and in this video we dig into **reason #8**, that: **you're not prepared for pricing discussions**.

I know, pricing discussions can be tricky, but they don't have to be. If you start taking steps to prepare yourself. Let's look at three reasons why you might feel unprepared.

Now, the first is simply down to mindset. If you have core beliefs around money, worthiness and success that are getting in your way, then of course you're going to want to avoid pricing discussions and then they come up, they're going to feel really uncomfortable. So make sure you know what's holding you back in these areas and be working on getting and setting yourself free from them.

Second of all, you're not clear with yourself about the boundaries around your pricing, so you may have a price, but you haven't set a minimum price or you don't know if you're going to discount or not. You kind of do it by the seat of your pants, if you will. Well, that just creates more tension. So I suggest you think about those things before you get into this discussion and set clear boundaries with yourself cause then it'll be easy, easier to have those boundaries with your customers.

The third reason is that you actually don't feel confident in the prices that you have. Yeah, I know, a lot of us struggle with how to set our prices, but when you base your prices on the solid foundation on a set of rules or thought processes that you believe in, then you're going to feel much more competent in the prices that you have. So you've got to take the steps to make sure you're doing that right.

What can you do to start preparing? Well, we talked a little bit about making sure you know what's holding you back. But what I really want you to do is I want you to start planning how you respond to certain questions. So if you can think about what questions people are usually asking you in those pricing discussions, then you can make notes and think about how would I like to respond to this and prepare yourself in that way.

There you have it if you're feeling or struggling with your pricing because you're not prepared for pricing discussions than start getting prepared now.

If you like this and would like more information about how to work with me, go to [www.thepricinglady.com](http://www.thepricinglady.com) and find out more about how you can work with me.

Until next time, enjoy pricing.