

# Charge Your Worth

## ***Reason #10 You Struggle with Pricing: You Lack the Confidence***

Transcript

Hello ladies and gentlemen. It's Janine, The Pricing Lady, here back once again to talk to you about pricing in your business.

I work with small business owners, so they know what to charge their customers, how to set the right prices and close more deals.

We have made it to reason number 10 that you struggle with pricing. It has been a long haul, but we finally reached the top. And **reason number 10** is that you simply: **lack the confidence**.

First of all, let me tell you, you are not alone. Clients come to me for this reason all the time and it's disguised in many ways and it takes many different forms. It's important for you to know if you're struggling with it, you aren't alone. You aren't alone in that: other people are struggling as well and you're not alone in that: there's people like me to help you.

### **So why might you be feeling this lack of confidence?**

The first reason is it's not something we're taught in school. The way pulls us aside and says: hey, this is how you set prices in a business. It's something most business owners learn over time unless they reached out to someone like me.

Second of all, you might have all this information that you think would be really useful for your price setting, but you don't know what to do with it. You don't have a thought process to apply or a way to go about setting your prices and if you don't know how or don't know how to use the information, of course you're not going to feel so sure about it.

The last is you feel uncomfortable talking about money. Let's face it, in a lot of cultures, money is a very taboo topic, but this is something that you need to start getting over so that you can build your business for long term.

### **So if these are the reasons why, what can you do about it?**

Well, the first thing I can tell you is that: you have taken that very first important step. You have found your way to me, and maybe you're also looking at what other pricers or pricing specialists have available to you, but you are actually already building your pricing know-how. And that is really the first step. When you understand it better, you will feel more confident because it becomes easier. Once it's easier you have confidence. Once you're confident, you're using an integrating

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pricing into your business decision making, then you're building your profit in your revenues and then you're building a company and able to serve your customers better for the long term. So you have taken that first support step by starting to build your pricing know-how.

So build your knowhow, make sure you understand the pricing strategies that are available to you and sure that you have the skills to implement those things and also make sure that you've got the right mindset when it comes to pricing in your business.

There you have it, ladies and gentlemen, those were the top 10 reasons you might be struggling with pricing. If you like the series and would like to find out more about how to work to meet with me, go to [www.thepricinglady.com](http://www.thepricinglady.com) and check out what's on off there. Until next time, enjoy pricing!