

The Price is RIGHT

Energetically Getting Behind Your Prices

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E N E R G E T C I A L L Y G E T T I N G B E H I N D Y O U R P R I C E S

"Your pricing strategy is really a reflection of your energy and what you think you're worth." - Denise Duffield-Thomas

Setting the right price for your products or services can be a challenging task, and it's not uncommon to feel unsure or uncomfortable with the prices you're asking for. However, it's essential to energetically get behind your prices to ensure that you're communicating their value to your clients effectively.

In this exercise, we'll explore a visualization technique that may help you align yourself energetically with the price of your product or service, helping you feel more confident and comfortable with what you're offering.

By infusing positive energy and appreciation into what you're offering, you may find it easier to communicate the value of your products or services to potential clients, ultimately leading to more success in your business.

When it comes to running your business, it's important to remember that sales is service. While it's easy to get caught up in the numbers and the bottom line, it's essential to remember that at the heart of any successful business is the desire to serve others. When we approach sales as a way to provide value and meet the needs of our clients, we not only increase our chances of success, but we also build trust and loyalty with our clients. By prioritizing service over sales, we can create a more meaningful and fulfilling business that truly makes a positive impact in the lives of others.

Don't be afraid to charge for what you do, just ensure you check in with this exercise to ensure that the price energetically feels good, even if sometimes, a bit scary.

It's important to remember that there are clients for every price point. While it's natural to want to charge premium prices for premium services, it's also important to recognize that not all clients have the budget for those prices. By offering services at a range of price points, we can ensure that we're meeting the needs of clients at different stages in their journey. Additionally, offering services at a lower price point can be a great way to attract new clients and build relationships that could lead to future sales.

Ultimately, by being flexible with our pricing, we can create a more inclusive and accessible business that serves clients at all levels.

How to Energetically Get Behind Your Prices
This exercise will work if YOU actually do it!

1. Find a quiet and comfortable place where you won't be disturbed for a few minutes.
2. Take a few deep breaths and allow yourself to relax.
3. Think about a product or service you offer that you feel unsure about the price.
4. Imagine yourself standing in front of a mirror, holding the product or service in your hand.
5. Look at yourself in the mirror and say out loud the price of the product or service.
6. Notice any sensations in your body as you say the price. Is there any discomfort, tightness, or resistance? If so, try to identify where in your body you're feeling it.
7. Take another deep breath and imagine yourself sending energy from your heart to the product or service in your hand.
8. As you do this, imagine the product or service becoming infused with positive energy, love, and appreciation.
9. Look at yourself in the mirror again and say out loud the price of the product or service.
10. Notice if there's any difference in how you feel this time. Do you feel more confident, at ease, or aligned with the price?
11. Repeat this exercise as many times as you need to until you feel fully aligned with the price of the product or service. Then you'll know your price!

This exercise aims to help you energetically align yourself with the price of your product or service. By infusing positive energy and appreciation into what you're offering, you may feel more confident and comfortable with the price you asking for.

PS I've added a BONUS for you on the next pages, 30 journaling prompts to help you become magnetic to yout ideal clients. Enjoy!

B O N U S !

J O U R N A L P R O M P T S T O M A G N E T I Z E Y O U R I D E A L C L I E N T S

Journaling can be a powerful tool for self-reflection, personal and business growth, and creativity. To journal effectively, it's important to find a quiet and comfortable space where you can write freely without any distractions. You can start by setting an intention for your journaling session and choosing a prompt or topic that resonates with you from the list below.

As you write, allow your thoughts and emotions to flow freely without judgment, and don't worry about grammar or spelling. It can be helpful to use prompts or questions to guide your writing and keep you focused. Try to write for at least 10-15 minutes and see where your thoughts take you. After you've finished writing, take a moment to reflect on what you've written and notice any insights or patterns that emerge. Remember that journaling is a personal and private practice, so don't feel the need to share your writing with anyone else unless you choose to do so. With regular practice, journaling can become a valuable tool for self-discovery and personal and business growth.

1. What are the unique skills, talents, and qualities I possess that can serve my ideal client?
2. What limiting beliefs do I hold about myself or my business that may be preventing me from attracting my ideal client?
3. How can I infuse more joy and excitement into my business to attract my ideal client?
4. What values do I want my ideal client to share with me?
5. What steps can I take to become more visible and accessible to my ideal client?
6. What fears do I need to overcome to attract my ideal client?
7. What lessons have I learned from past clients that can help me attract more of my ideal client?
8. What actions can I take to increase my confidence in myself and my business?
9. What creative ideas can I implement to make my business stand out to my ideal client?
10. What aspects of my business do I need to improve to better serve my ideal client?
11. What stories or experiences can I share with my ideal client to help build trust and connection?
12. What resources can I tap into to gain more knowledge about my ideal client's needs and desires?
13. What small changes can I make to my daily routine to become more aligned with my ideal client?
14. What positive affirmations can I use to shift my mindset and attract my ideal client?
15. What partnerships or collaborations can I form to reach my ideal client?
16. What kind of content can I create that would be valuable and interesting to my ideal client?

17. What kind of actions can I take today to start attracting more of my ideal client to my business?
18. What kind of environment would my ideal client feel most comfortable in, and how can I create that environment in my business?
19. What kind of support can I offer to my ideal client that sets me apart from others in my industry?
20. What kind of products or services does my ideal client need that I can provide?
21. What kind of feedback have I received from past clients that can help me improve my business and attract more of my ideal client?
22. What kind of language and messaging resonates with my ideal client, and how can I incorporate that into my marketing materials?
23. What kind of relationship do I want to have with my ideal client, and how can I foster that relationship?
24. What kind of community or network can I build to attract my ideal client?
25. What kind of experiences can I create for my ideal client that are memorable and impactful?
26. What kind of feedback or testimonials do I want to receive from my ideal client, and how can I work towards earning that feedback?
27. What kind of energy do I want to bring to my business to attract my ideal client?
28. What kind of environment or atmosphere do I want to create in my business to attract my ideal client?
29. What kind of goals do I want to set for my business that are aligned with attracting my ideal client?
30. What kind of daily practices can I incorporate into my routine to become more magnetic to my ideal client?