



Own Your Value Simple Strategies for Charging More

Hilary G. Shaw
The Charge More Mentor

I want to begin by thanking you, for taking the strong first step of this journey, and for the honor of allowing me to be a part of it. I created this report to provide you with tools you can use right now. The important part is revealing what you are thinking. When you participate in the exercises you will have a window into your beliefs. Your thinking is made up of your beliefs. Your beliefs are fueling your discomfort about raising your fees. That is why it is critical to identify them. This is the first step to solving any undercharging pattern.

You know you're in the right place if you:

- Want to work less and have more time for your life
- Are looking for relief from financial stress
- Yearn to understand what makes you tick
- Crave the confidence that comes with earning what you deserve

I will be using fear, anxiety, worry and stress interchangeably. By the end of this report, you will not only know where your worry comes from but how to feel comfortable and confident when you decide to charge more.

Now Let's Begin...

I'd like you to reflect on this quote before our exercise:

"Why not inspire rather than scare ourselves?"

— Barry Neil Kaufman, Option Institute, Massachusetts

Step One: Complete the sentences below on a piece of paper:

- One reason I feel stress around raising my fees is that my clients
_____.
- I avoid charging my clients more because they
_____.

Step Two: Let's choose ONE of these sentences and focus on the ending. This is a belief you have.

Step Three: Be okay for now that this is a belief you have. Accepting all the beliefs you have makes it possible to change them.

Step Four: Read the belief aloud. Notice how you FEEL - anxious or secure?

Step Five: Change the belief to something you prefer to have happen, or maybe the opposite of what you expect.

Step Six: Repeat your new belief and see how you feel. Better or worse?

EXAMPLE:

Step One: I avoid charging my clients more because.... they can't afford it

Step Two: They can't afford it (this is a belief I have)

Step Three: Be Ok with knowing I have this belief

Step Four: Notice how I feel when I say this belief.... anxious, uncomfortable, guilty?

Step Five: Change my belief to something I prefer to have happen: Most of my clients will be glad to pay me more and if some don't I'll still be ahead.

Step Six: Repeat the new belief. Most of my clients will be glad to pay me more and if some don't I'll still be ahead.

Can you see now that what is really causing your worry? It's the belief you have ABOUT raising your fees. You are predicting that something you don't want is going to happen. You're assuming all your clients will react in a certain way you don't want.

Beliefs are conclusions we draw or opinions we have. Consider this statement: Sally is smart. The world is a dangerous place. Both are beliefs.

Beliefs are not facts. We can change them if we decide to.

Our thinking is made up of hundreds of beliefs. Each one of us has our own set of unique beliefs that contribute to our worry about raising our fees.

The Most Powerful Belief

There is a subset of beliefs called judgements. Judgments are very powerful because they take us to a place of discomfort and inactivity.

When we judge something or someone we want to distance ourselves from what we are judging.

— Principle of The Option Institute, Massachusetts

Judgements are opinions and conclusions based on right, wrong, good and bad.

Many women who undercharge have these judgements:

- If I raise my fees I will seem greedy
- My clients can't pay that much
- What I do is not worth a higher fee
- I can't get what I want

A Final Note:

Can you see that having any of these judgements would result in holding back? It's OK to have these judgements. We have them in order to motivate ourselves in a particular direction. The problem is they get in the way of going for what we want.

Here is an example of one of the judgements and how to change it:

- What I do is not worth a higher fee. (old belief)
- The service I provide for my clients is worth double what I charge. (new belief)

Let's Review What Has Been Covered.

After doing the exercise at the beginning of this report you experienced changing your belief. In the exercise, you discovered your current belief, and explored the feelings you would have if you changed your current judgement to a more encouraging point of view. Often, we turn our opinions and conclusions into facts. When you work with me you will learn which beliefs you have turned into facts. Pretty amazing experience.

Looking back into my history I am aware of myself as a child watching my Mother and her struggle to charge more for the English lessons she taught to young Brazilian children. At that time she had little competition and could have easily charged more.

Stretched resources made life more insecure for my mother, my sister, and myself. Unfortunately, I followed in her footsteps. It was easier for me to avoid the subject entirely. The result was that I never felt proud of what I earned.

After working with clients like Sarah I see the results. Sarah taught in religious schools for 10 years and kept getting promoted. She took on more responsibility, but her fees stayed the same. As a single woman she questioned how she could save for retirement, besides she was tired of working so hard and not being compensated.

Eventually she quit (huge move for her) and went to work in a private school setting where she was also a consultant.

Her next step was to charge more for her consulting work. She presented her new fees and to her surprise they said yes right away.

In another case a life coach named Valerie, decided to double her fees during a marketing call. Valerie had devoted herself to dropping judgements. She amazed herself with how easily she doubled her fees.

Both clients decided to charge more as a natural outgrowth of having changed their beliefs and judgements.

Our journey doesn't need to end here!

If you are looking for more resources to understand your beliefs/judgements and how to alter them, I encourage you to visit <http://hilarygshaw.com/right-fit-conversation/>.

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