

## The Limitless Experience Podcast

### Should you raise your prices?

#### Transcript

Suzy: [\(00:02\)](#)

I have always done right throughout my career is find examples of what is possible. And then I've used those examples of what is possible for fuel for me, if they can do it, I can do it.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

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Hello hello hello. You gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I wanted to tackle a question with you today that comes up again and again and again, with my clients and I attract heart-centered individuals and what that means is frequently their dreamboat clients are people who may be in vulnerable positions. They have a desire to do work that is making a difference with vulnerable children or humans, or, you know, their work is very, obviously sits in that ethical container. I mean, I don't really work with anybody who doesn't, you know, who does unethical work, but hopefully you get what I mean, they are, the people who are doing good. They might be working with teachers or the environment or people who have experienced trauma. It's that type of bucket and frequently, but not always,

[\(02:26\)](#)

the people that I work with are coming from having worked in the public sector and are now moving into the private sector, frequently but not always. And this shift from public to private is such a big thing mentally to navigate in and of itself. And then even if you are not making that shift, still working with people who need your service as opposed to your service being a nice to have an add on you know, you're not a love coach, but you're providing something that you innately and intrinsically know is important. And honestly, if you could give it to the world for free you would, because you feel like the world needs it. When you're working in a field like that, there is often a huge amount of guilt that comes up when it comes to charging what you actually want to charge for your services.

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And this guilt presents itself in various different ways. So one of the ways is actually fear. So you might have got over the hurdle of realizing that you want more for what it is that you do, but there is just a huge amount of guilt when it comes to actually asking for the money, because that story of this should be free. If I could give it for free, I would give it for free. And these people are potentially in a vulnerable position. Therefore it does not feel right. It feels bad for me to charge abundantly or charge in alignment with what I think that the service is worth. You know, I feel bad about it. So that's the first way that it shows up. It also shows up in fear of judgment. Like I am worried about what other people are going to say, who usually this is peers.

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It can be friends and relatives. That is a big one too. But for sure in this heart-centered work it's peers, when there are other people who are charging far less for the same service, that fear of being judged. And who does she think she is? And, she's being exploitative or they're being exploitative is really real for many people. So fear of being judged. And this also shows up with, am I allowed, like, am I allowed, am I going to give myself permission? Or whose permission do I need in order to raise my prices? I, yeah, I, I don't think I'm allowed to do that. That's a child archetype speaking, by the way, when you hear that voice in your head. I think the other most common way that this shows up is really making decisions about other people's money stories. And frequently, there is a lot of evidence to support well people in my sector do not pay X or these people are very cash strapped.

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And therefore there's no point in having a premium product because nobody is going to buy, and controversially, what I am going to say here is knowing your audience is important and understanding if there is a market for your premium product within your audience is important. So there is no point in taking your 10,000 pound job transition program to the job center, that product, there is a person for it, but they're not the job center, that's understanding the demographic of the type of person who is at the job center and is going to be looking for a job in the job center. So if you genuinely know that your target audience are your job center people, then taking a premium product, there is a waste of your time because it's not talking to the audience. However, this is a little bit of a diversion, but it is important for me to say is really understanding that there is always a person for every price.

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And so if you have a product that fulfills a problem that creates a transformation for a problem that people are looking for the solution for, then it's really knowing that there is an audience for that, but your job is to put it in front of the right audience. And so what that means is that I am going to either find a different audience to sell this amazing product to, or I'm going to change my product, to fit the target audience of the people that I want to serve over here. So both things can be done, but it is still your job and responsibility to make sure that you're creating a business

that enables you to one have the impact that you want to make, two facilitate the transformations that you want to facilitate. And three live the life that you desire to live. You do not need to compromise.

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You need to choose, and you can make very specific and empowered choices around living in a smaller house, driving a smaller car and be absolutely delighted. Like your life can look and feel like a masterpiece based on what is important to you. The problem that I have frequently is that people don't build the business that they want to because they believe that they have limited choices in the problems that they solve or the people that they work with. And that isn't true. And I think that one of the most helpful things for me is really understanding that as I build the business, I desire to build, I have money that I can give to people who have infinitely more leverage in the areas that I want to have leverage in, and they can take that money and do really amazing work with that. So we get to think creatively about how we serve and how we help.

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And if you really desire to help an audience that do not have the money to pay the amount that you would like in order to design the life that you would like to live, which is completely okay. You're allowed to make that choice. Then my genuine advice is to find an audience that you can help and then take some of that money, 10%, 15%, 20%, whatever you want, and then give that to the people and the charities and the organizations that are able to really make a difference at scale in a way that you can't if you spend your life under-valuing your own time and energy. So that piece put aside, I really want to put it to you, that working with a, with clients that fall into that ethical heart-centered bucket, so maybe vulnerable, maybe, you know, that public sector-esk audience, you know, it's that style.

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And I do believe that there are some limitations within the public sector at the same time as also believing that there is a person for every prize. That the first thing that you get to get your mind around is that there are exceedingly exceedingly well paid humans who are working with people when they are at their most vulnerable. And the two professions it's specialisms actually, it's one profession, two specialisms that came to my mind were brain surgeons and cancer specialists. You have people working in both of these areas and obviously you've got public sector people and you've got private sector people, but those working in the private sector and even those working in the public sector when it comes to their pay grade, because they're specialists and their work, and they're working with people at their most vulnerable, they get paid the most. You know, you don't hear brain surgeons saying, oh, because I'm working with people who are, who have, who could potentially die in the next few months.

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And those people need me and their families need me. I'm not going to charge for my services and my expertise. That's not a conversation that is being had, even though the people that they're working with are in dire need. And so my question is, if that's true of that profession, that niche, why does it need to be different for you? Here's what I have always done right throughout my career is find examples of what is possible. And then I've used those examples of what is possible for fuel for me. If they can do it, I can do it. I don't know how long it's going to take me to do it. I don't know when I'm going to do it, but I know if they can do it, I can do it. If it's possible for them, then it's possible for me. Sometimes it's taken a while for that penny to drop, but when it's dropped, oh my God, it's dropped.

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And so for everyone who is listening to this, who is struggling with really owning the fact that they desire to charge more, my invitation is, is go and find people ideally within your niche. But if you can't find somebody within your niche, go for something that's parallel, go for something where you are able to draw a straight line and say, you know what, this is not so dissimilar to me. And because it's not so dissimilar to me, I have a choice about whether I want to keep telling myself the same story, keep honoring the same limitation, or do I want to choose something? Do I want to choose to see the evidence that I have found and use that as an opportunity to create some wriggle room for that old belief, to create some wriggle room for the old structure that is holding that belief in place.

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That is what I love to do for myself. Find examples that challenge the structures that have been keeping me limited. And I just kind of, you know, like it's not Lego, but you know, you have those old structures where you could kind of make houses and buildings and they'd be like, no, they're not quite like Stickle bricks. I'm seeing them like plastic things that would slot into each other. But you know, they're pretty sturdy, but you could like grab them by the side and just give them a little bit of a shake enough to create a wobble. And it's in the wobble that we can start to just do a little bit of damage. A client said you've created a crack and I can see a little bit of light coming through. It's exciting and it's terrifying. And I'm like, great. We want to just like open the door just a little bit more, let a little bit more light through it's safe, it's safe.

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Don't slam it. Don't slam the door. We want to look for people who are that light source for you. Look for people who wobble the structure that's been keeping your old belief sturdy, and we want to keep jabbing and poking and pointing and just allowing the door to creak open to that a little bit more than a little bit more light in until eventually you're like golden Bennet. How many times have I now seen other people just go for it. When am I going to give myself permission to go for it, to do it, to do the thing, today, I'm going to do that today. Amazing. And when you do it and you find any, raise your rates, I want you to do me a favor. I want you to slide

into my DMS and I want you to let me know what you are now charging, what you were charging and what you're now charging.

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And I want you to tell me not when the first person says yes, but I want you to tell me when you first make that offer. And the reason that I want you to tell me is that I want you to make it just a little bit more real, like it's possible. And I've just told Suzy, ahh.

Right my love, this is it for me today. I hope that you have enjoyed this episode. If you have, do me a favor, give me a little tag on a Facebook or Instagram, @Suzy\_Ashworth. And please remember that faith plus action equals miracles.

Faith + Action = Miracles