

The Limitless Experience Podcast
Why people won't pay your higher price
Transcript

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

And they feel it around the pricing. So what is activated in them is something around the not being able to afford it quite yet. This is really great, I just don't quite have the money for it yet. They're feeling you, think what, who is going to pay me that amount of money now

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 want to talk to you about the money, honey. Oh my God. I'm so grateful that you come back week after week to listen to my frustrated singer needing to just express herself every now and then, yeah. I want to talk to you about money and I want to talk to you about pricing and one specific piece that I would just love to have a conversation with you about, and it's around what happens when you increase your rates and then nobody wants to pay, you increase your rates and your hearing, it's too expensive. This sounds amazing, I really see the value in this, but I just don't physically have the money right now, when you're hearing that objection, what is going on energetically?

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Because one of the beliefs that has served me so deeply, and that I really invite you to borrow is that there is always at least one person in your audience who is ready to pay your higher rate. Now that has never been disproved to me. It's always been the case. You have never heard me in the entire history of my career say, I think that I've got the wrong audience for this offer. I've just never said that, I've never believed that to be true. I've always believed that there is always at least one person who is ready to pay the higher rate. And that applies to whenever I've pivoted. You know, whenever I have come to the table with a different kind of offer, I've never ever said there isn't somebody who wants to buy this. I've always believed that there is always at least one person who is ready to invest in my offer regardless of the price.

[\(03:36\)](#)

And what I also believe is that if there is one person there, there's another person there, there just has to be. There just has to be. That is fact. They just don't know about it yet. You just have not been visible to them in the way that you need to be visible. Or, and this isn't a timing thing because there's always somebody right now who is ready. So this is not about, it's not the right time. They just don't know about the offer and match your job to market it, to be visible, to create your content, to make the invitations. So what happens when you raise your prices and you're having conversations, but you're getting that feedback. Does this mean that everything that I've just said is balderdash, where does that word even come from?

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Was the word on the tip of my tongue? I feel like it's like an eighties children's program. They used to say things like balderdash and the answer is no, it is not balderdash. So what is going on here? What I have seen in my experience is when this is happening, it's because of a lack of alignment with the price from you. You are not in alignment with receiving the higher amount, yet. So intellectually you might be there intellectually, you are there, otherwise you wouldn't have increased the pricing, but energetically, physically, from an embodiment perspective, you have still got work to do. And because you've still got work to do, you're getting this pushback. You know, one of my clients was talking about increasing her rates quite significantly. And she was saying that whenever she thinks about the value that she offers, she's a thousand percent there.

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She just, she absolutely knows that she should have a six figure package. But when she thinks about actually saying the price to somebody, she feels a contraction, she feels her stomach flip. And what that says to me is though intellectually you know that the value of your package is absolutely worth six figures, you're not in alignment with it yet. And what I see, which is a big mistake and a big no-no is because somebody's coach has said, you need to raise your prices, you're under charging. A person says yes, but because they're not in alignment with it, they're actually fearful of not only saying the price, but they're fearful of being rejected because of the price. And so what's happening when you're in conversation with your potential client, whether the potential client realizes it or not, they feel the misalignment in your energy and they feel that around the pricing.

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So what is activated in them is something around the not being able to afford it quite yet. This is really great, I just don't quite have the money for it yet. They're feeling you think, what, who is going to pay me that amount of money now? Like I know that my package is worth it, but am I worthy of receiving this now? What about all of the other people who have more experience, more clients, more, whatever. What about all of these people over here who are so much more than me, am I really worthy and deserving of receiving this higher amount? That's what they feel in your energy field. And that is what is pushing people away. So what do you

do in that scenario? How do you switch things up? And my best piece of advice on this is to find the aligned price.

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And sometimes the aligned price, the price is the price, but the length of the program changes. I need to increase the length of the program. And then I feel like everything is in place, or I just need to bring the price down. You know, I'm not ready to say it costs 10,000 pounds to work with me for a year, you know, but when I say 8,000, it's a 100% full body yes. When that's the case, my recommendation is to go with the full body yes and no in your head that once I've had, it might even be one person, you will know physically, whether it's like, this is the last person that I am charging 8,000 pounds for. It might be the only person that you ever charge, 8,000 pounds for the service. You might be charging them 5,000 now you move it up to 8,000 because that feels like an easy, full body

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Yes for you. And you know that once one person has paid 8,000, you're going to be ready to charge 10,000. But you need to find your aligned pricing and your body will let you know. And what happens when you find, still the price increase, but the aligned increase for you, you will accelerate the speed at what, you will accelerate the speed at which it takes for you to actually get to the higher price that intellectually you're already knowing that you desire to charge for your services. Whereas when you ignore the fact that you're feeling misaligned, what is actually happening is you're going into push mode. I'm going to push it. I'm going to force it. It's masculine energy. We're going to make this happen. And that's such an energetic turn off. You know, people feel you pushing, it turns them off. It turns them away. And it's very, very different from asking a powerful question, understanding what your client's needs are and everything that happens in a really beautiful sales conversation is very, very different from when you're in that push energy.

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Even in the conversation, things feel slightly off, whether it's consciously or unconsciously, the client feels your energetic anticipation of what is going to happen when they get to the price. So there's a disconnect. You cannot be fully present because you are not fully behind what it is that you're charging. So start lower and build your way up. The other thing that I really invite you to do is start talking about the intellectually higher price. So it's really knowing that, oh, we are going to be increasing the price to 10,000. We are going to be increasing the price of 15,000. We're going to be increasing the price of 20,000. But right now it is this price. That's an alignment. It is letting people know that if they are, if it is an alignment for them to wait, they're not going to be shocked or surprised that the investment is going to be higher.

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So I'm going to let you know that from a place of full transparency and the more that you start saying, this is what the price is going to be. The more embodied it becomes because you can notice, oh, I said that and my energy still felt a little bit fuzzy. I still felt a little bit uncomfortable. You just get to set the intention that every time I say the intellectually higher price, I know that I am moving into. I notice that energy getting cleaner and cleaner and cleaner until it feels like my price. And I'm ready to actually press green for go and know that everything feels a thousand percent comfortable. So what's happening when you're getting people pushing back on your higher price, is you are not in alignment with it. So how you get to be in alignment, it's just bring the price down, speak the, speak the higher price into existence.

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As you're working with a slightly lower price and practice until it feels like a full body yes. And what underlies that is the belief that you can borrow from me, that there is always, always, always a person in your network, in your audience, in your community right now, who is ready, willing, and able to pay your higher pricing. So my loves, I hope this was helpful for you. If you enjoyed it, if you've got value, please let me know over on Instagram or over on the quantum success hub. And in the meantime, please remember that faith plus action equals miracles.

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