



HOW TO CHARGE SIGNIFICANTLY HIGHER FOR YOUR COACHING SERVICES

IMPLEMENT THIS
PARADIGM-SHIFTING
TECHNIQUE TO SKYROCKET
YOUR INCOME & IMPACT

EVERCOACH
by mindvalley



Are you gripped by fear and doubt when you think about charging more for your coaching services and packages?

You're not alone.

This happens to heart-centered, dedicated coaches all the time.

They worry they may be "overcharging".

They fear people may say they're only "in it for the money".

They think they need to learn more, know more and do more, before they can charge more.

If this sounds like you, here's something you need to know right now...

You need to charge more for your services because you are providing life-changing value for your clients.

That's a great reason all on its own but if you still need convincing, here's more...

Charging more is a powerful way to create more impact and reach more people.

Charging more allows you to change more lives.

That's why you became a coach.

And that's why you must charge in alignment with the value that you provide.

That's when you'll watch your sales numbers and income rise without any struggle, hassle or conflict.

And that's when you'll know...

That you can sell like a rockstar...and do it with integrity.

What This Guidebook Will Do For You

This guidebook will help you discover exactly what's blocking you from increasing your rates and charging higher for your services, in line with the value you provide.

How to Use This Guidebook:

Read this guidebook once and watch Christina Berkley's video "How To Get Your First 5K". Then come back and work through the activities and reflections below.

Reflection #1: Current Charges

What are you charging for your individual coaching sessions, services and programs right now?

List each service, program and package, along with the price, below.

Reflection #2: Dream Prices

Now look at your list. Are you comfortable and happy with your prices?

If not, make your list of services again but this time write the new price that you would love to charge in place of the current price.

Don't hold back. Follow your intuition on this one.

Reflection #3: Doubts and Beliefs

Ask yourself, “What’s stopping me from charging these new rates?”

List all of your doubts and beliefs.

Maybe you feel you need to improve your coaching skills. Maybe you think you won’t have any clients if you increase your rates. List them all out.

Activity #4: Fact or Fiction

Take a long look at your list in Reflection #3 and ask yourself, *“Is this a fact and what is the evidence behind it?”*

For instance, if you’ve listed *“No one will hire me at a higher rate.”*, ask yourself *“Is this a fact?”*

This will force you to stop and think. If you’ve never tried charging a higher rate, how do you know clients won’t sign up?

If there is no evidence to back it up, then it’s NOT a fact. This means it’s a doubt or a belief in your mind...something that can be changed with the right action.

Write down your insights and reflections below.

Activity #5: Start Your “Serve Up Front” Sessions

Time to take the right action!

Create space in your schedule so you can have 60 to 120-minute “serve up front” experiential sessions with potential clients.

Write 3 to 5 names in the space below. These are the names of potential clients you’d like to invite to these calls.

Connect with each of them by the end of the week and commit to doing your best work during the call without expecting to make a sale.

You’ll be amazed at the response you’ll receive when you do this and how much more confident you’ll feel about charging great rates. Reflect and journal on your experience and transformation before and after these sessions.

References

This guidebook is based on and inspired by the work of world-class life coach, Christina Berkley, who shares her biggest learnings after undergoing through her own transformation as a coach, where she went from struggling from clients to serving just 5 clients a year with more impact and income than ever before.

