



# **7 Mindset Maneuvers to Finesse Charging Premium Prices for Your Magic**

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Too many coaches fail to thrive in their businesses because they don't charge anywhere *near* enough for what they do, usually because they just don't know how to do it...and it's really a crying shame since the solution is so simple.

I get it. Back when I was brand-new to high-ticket coaching, I used to choke up sometimes when it was time to price my brilliance at a premium.

Now, I rarely think I charge **enough** for the amazing results I help my clients achieve when they show up and do the work...and you can get there, too.

This checklist gives you 7 simple steps to turn you from cowardly cautious to **courageously confident** when it's time to demand the \$8K-\$10K+ that your solution is worth.

- Coach MJ

**TO CHARGE UP WITH EASE, MAKE THESE MINDSET MANEUVERS IMMEDIATELY:**

☐ **1) Remember that's you're not in the sales business.** You're in the business of solving bleeding-neck problems and serving real people out of real suffering. When you focus on why the client came to you in the first place, it's NEVER about the money.

☐ **2) Grasp firmly the differences between price, value, and the cost of inaction.** Once you become deeply connected to AND become an expert at helping clients understand the value of solving their problem now plus immense cost of NOT fixing it now **far exceeds** the price, you'll never doubt or falter on your premium price again.

☐ **3) You're not in business to make friends and win everyone's approval but to serve your clients out of their pain.** Remember, doctors and lawyers NEVER balk when stating their fees to solve your problems because they know their value. You should, too. Adopt the doctor frame and watch how your certainty fills your client roster and your bank account.

☐ **4) Customers always find a way to pay more for what they perceive to be better.** If you only charge a low price for what you claim is amazing, life-changing result, people naturally become suspicious that outcome must not be as great as you say it is. Think about it: if a car lot offered to sell you a brand-new Mercedes-Benz for \$200, what would you honestly think?

☐ **5) Your clients must have skin in the game so they'll show up 100% and follow your lead.** Fact: where your treasure is, your heart will also be. When people ante up and sacrifice to get a solution, they take it more seriously. When nothing's at stake, it's much less likely that they'll give it their all. Their mentality of "gotta get my money's worth" will drive them to do what you tell them to do.

☐ **6) Become the best customer to those you buy from and to yourself.** It's almost impossible to influence others to do something you don't do yourself. Stop trying to get something for nothing from the businesses you patronize, start going VIP and investing in yourself at every opportunity, and watch how many clients come your way who aren't just looking for a free ride.

☐ **7) Invest in coaching so you can lead your clients by example.** This one is simple. You cannot with integrity influence others to invest in themselves when you're stubbornly determined to do it yourself the hard way instead of aligning with an expert coach yourself. Lead by example.

Coach MJ

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# Not Sure You Can Charge \$8K-\$10K or More for Your Magic Even Though You Know Deep Down You Should?

Well, no worries because you CAN...with my help. I'll show you in 4 simple maneuvers to create an epic coaching business when you attend the upcoming 4-day **Build Wealth While You Travel Challenge**.

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