



## **The Limitless Women Podcast It's Time for You to Raise Your Prices**

How do you feel when speaking to potential clients about your prices? If you feel undeserving or not worthy of their financial investment- stop! It's time to raise your prices and charge what you're worth. Listen to today's episode for three easy steps on how to raise your prices and feel confident about it.

### **Want to skip ahead? Episode Highlights**

[01:37] It's not about you. Learn how to look at your prices in a different light.

[02:14] Want to have a big impact on the world? Listen here to find out how raising your prices will generate that change.

### **Episode Transcript**

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

*[Laura Gisborne]* Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube Channel, subscribe and check out the rest of the series.

Do you know that you're just not charging enough for your services? Have you been in business for a while, are you great at what you do and when it gets to the part of actually telling people what the investment is you get frozen? I created this for you because I'm here to tell you that it's time for you to raise your prices today. Not next week, not next year, not when you have more credentials, not when you have more training but now. And I'm going to give you three easy steps that you can take today to make raising your prices feel generous and easy.

After 30 years in business I can tell you that most of the things that you're struggling with I've struggled with as well. It's my purpose today to support you in really creating a business that supports not only you but your community and the world at large. When you are offering your services and you're not charging what the value is that really matches what you're here to bring two things happen.

Number one, you always feel like you're not actually generating the revenue that you are wanting to generate. And the other thing that's happening is you're actually pushing away your ideal clients. You know, in order for any of us to get great results I think you'd agree with me it takes an investment of time and money. When we've had great results in our own businesses and I'm sure it's the same in your business it's taken sometimes a stretch or leap or just kind of that really like, aah, that next step that we weren't always sure we were ready to do.

When you invite someone to work with you and you invite them to invest in themselves, all of a sudden they start to stretch, they take that leap and they move up to a new level. We're actually doing them a disservice by not asking them to invest in themselves. Now here's the challenge, the mindset sometimes is I'm not ready or I'm not enough. I want you to remember that when someone invests in themselves through your programs they're not investing in you.

I love you, you're great at what you do but I got to tell you it's not about you, it's about them. They have a problem, you have a solution. You are wise, you're experienced, you know what they need. Please do them a favor and invite them to invest in themselves and experience a transformation that they're here to have. When you do this they'll start to see themselves in a bigger way and you'll start to generate the revenue that you need so that you can reinvest in yourself and keep growing and create the impacts that you're here to create in the world.

[Laura Gisborne] If you found this helpful please join us at [limitlesswomen.com](http://limitlesswomen.com) where you can learn about our Facebook community, our upcoming live events and our business school. If there's any way I can support you please don't hesitate to reach out and I'll look forward to seeing you soon.

[MC] You've been listening to the Limitless Women podcast with your host, Laura Gisborne. Our mission is to help women business owners like you grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a limitless woman, this is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to [limitlesswomen.com](http://limitlesswomen.com) for all the details, that's [limitlesswomen.com](http://limitlesswomen.com). Thanks for joining us.