

## 5 Mistakes Therapists Make That Keep Them Undercharging

And how to stop playing small in your practice

Suzanne Bond – Thriving Therapist Mentorship  
www.thrivingtherapist.co.uk | info@suzannebond.co.uk

### **Mistake #1: Apologising for Your Prices**

When you discount without being asked or say "I know it's a lot," you subconsciously invite clients to doubt your value.

### **Mistake #2: Basing Fees on What Others Charge**

Every therapist is different. Your clinical experience, approach, and results matter more than what 'everyone else' charges.

### **Mistake #3: Avoiding Money Conversations**

If talking about fees makes you uncomfortable, your clients will feel it too. Practice saying your rate calmly and with warmth — no justification needed.

### **Mistake #4: Overgiving in Sessions**

Trying to prove your value by overdelivering drains you and sets unrealistic client expectations. Boundaries are professional and essential.

### **Mistake #5: Not Believing You're Worth It**

Pricing is emotional. Until you shift your internal beliefs, you'll keep self-sabotaging — even with all the right strategy.

### **Next Step**

Ready to feel confident, charge fairly, and grow a practice you're proud of?  
email [info@suzannebond.co.uk](mailto:info@suzannebond.co.uk) & request a free mentorship call 😊