FHT South East Kent

Beyond The Treatment Room

NEXT MONTH

Holidays

Back in SEPTEMBER

SUPPORTED BY

FHT

Price Your Worth -Practices That Grow

https://quantumway.health/fht

Grab your morning


PRiCE
VALUE

How much
I charge?

How Much
should I charge ?

We all got a bills to pay!

Rent/Morthage	**1000**			
Bills / water gas, electric etc..	**500**			
Food	**500**			
Clothing	**500**			
Social	**500**			
Other	**500**			
Total	**3.500 x 12**	**42 k**	**plus TAX 6000**
		48 k		

12 570 Personal Allowance

Year 2026

48 : 12 = 4000

48 : 10 = 4800

1200: 5 days = 240 a day

1200: 5 days = 240 a day

pension let say 30 years ....

1200: 5 days = 480 a day

2. If I had ten times more money...
3. Money is...
4. Rich people are...
5. I deserve...
6. Charging more means...
7. If money knocked at my door today...
8. My highiest price for my service is ...
9. I found .... to ask for money.
10. I got clear price list and I always stick to it.
11. If someone else with my qualifications charged twice as much...Would I think they were twice as good?

What emotion appears?

Which part of the body ? Just notice

Reflection

Now ask...

What surprised you?

Which sentence made you emotional?

Which sentence irritated you?

Which sentence felt impossible?

Which sentence felt true?

Money - ARE about permission.

Permission to receive.

Permission to be seen.

Permission to allow YOUR WORK to have value.

Permission to stop apologising for serving people AND GETTING PAID!

OTHERWISE IS OUT OF BALANCE.

How I currently treat money.

Fear
Avoidance
Saving
Overworking
Undervaluing

Guilt
Apologising
Giving discounts
Feeling uncomfortable receiving.

How would I behave?

How would I speak?

How would I spend?

How would I receive?

How would I give?

If money were my friend..

Common Pricing Mistakes

1. Charging from your own pocket instead of your client's value

"I would never pay £150, so nobody else will."

The mistake?

People price according to their own finances, not the transformation they provide.

Question to ask:

"Am I charging what I would pay, or what my service is genuinely worth?"

2. Charging for time instead of transformation

Clients don't buy 60 minutes.

They buy:

Less pain

Better sleep

More confidence

Less anxiety

A healthier relationship

A better quality of life

People remember the outcome, not the clock.

3. Competing on price

Many therapists think:

"If I'm cheaper, I'll get more clients."

Usually the opposite happens.

People often associate low prices with lower confidence or lower value.

Compete on:

Experience

Results

Care

Professionalism

Trust

Not on being the cheapest.

4. Feeling guilty about receiving

This is the biggest one.

You finish the session...

Then think:

"I'll just give them another 20 minutes."

Or...

"I'll reduce my fee."

Or...

"I'll throw in another treatment."

Ask them:

"Have you ever overdelivered because you felt uncomfortable receiving?"

Almost every therapist smiles.

Because they've done it.

5. Selling sessions instead of journeys

Healing rarely happens in one appointment.

Instead of saying:

"Would you like another session?"

Try saying:

"Based on my experience, I recommend three sessions because that gives us time to create lasting change."

You're guiding.

Not selling.

What are people really paying you for?

Your years of learning.

Your experience.

Your ability to create change.

Your presence.

Your confidence. Expertise.

Instead of:

£75 per session

Think about:

min 3-session package

6-session package

12-week program talor them depending

on service -

maybe by clients groups etc.. look for

patterns

Maybe mini course for a group like 3

times a year?

Or educational talks? etc..

"The biggest pricing mistake isn't charging too much.

It's charging so little that you become exhausted, resentful and eventually stop doing the work you love."

Review your prices.

Create a package.

Stop apologising for your fees.

Write a clear price list.

Practise saying your price aloud ten times.