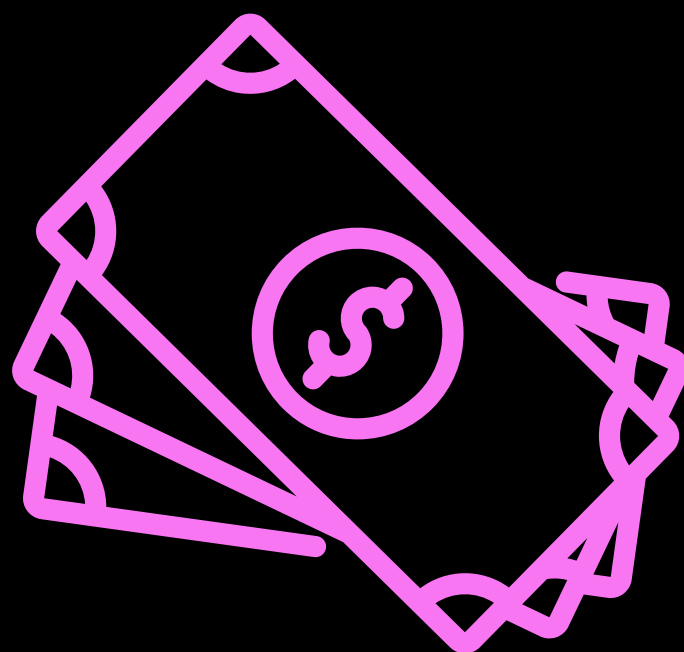


Fear of charging for your coaching services



It's not just mindset

Virtually Debbie



Abundance Mindset?

If you've ever been told...

"You just need an abundance mindset."

"Your beliefs are blocking your income."

That advice might help some people, but for the rest of us...

...it's bullshit.

What might actually be going on

Issues with pricing is complex.

It's shaped by your:

- history
- nervous system
- cultural messaging
- permission to take up space

Let's break that down...

Family & Upbringing

You may have been affected by what you saw, heard, or learned early on:

- You were taught not to ask for much
- You never saw healthy money conversations modeled
- You grew up watching people work hard and still struggle
- You learned to help without expecting anything in return

Personal Experience or Trauma

Or affected by what's happened
to you directly:

- You've had money used
against you
- You've been burned before
by jobs, clients, or industries
- You've survived financial
trauma or instability

Cultural & Social Conditioning

Or what your community, religion, or society taught you:

- You've absorbed cultural or religious shame around wealth
- You've internalized the idea that helping should be free
- You think needing money means you're not generous enough

Emotional Vulnerability

Or what it feels like to be visible, rejected, or misunderstood:

- You're afraid of being rejected if you charge
- You tie your price to your sense of self-worth
- You're afraid that charging makes it too real
- You feel exposed putting a number next to something that matters to you
- You don't want to seem greedy
- You're afraid people will think you're in it for the money

Practical Gaps

Or maybe it's what you were never taught about business or pricing:

- You've never been taught how to price or sell
- You don't know if your work is "worth it" yet
- You feel pressure to make your offer accessible to everyone

Untangling it

You don't have to fix all of this at once, but here's where you can start:

Awareness

Pick one or two patterns that feel familiar.

Get the right kind of support

If this is mostly about clarity or structure, coaching helps.

If it brings up fear, shame, or survival instincts, therapy might be a better fit.

Move slowly

You get to set the pace. There's no one right way to price your work.

Need help?

If pricing is a struggle, that's a signal worth listening to.

- You **can** run a values-based business.
- You **can** charge money without feeling fake.
- You **can** find your way in without following a script that wasn't made for you.

DM me if you'd like support