



## Thoughts About Pricing To Make A Profit

The discussion I hear most of the time within the Therapy Industry, besides how to get more clients, is, what is the right price to charge? Most in the therapy industry are undervaluing themselves, but I also see others over charging. It is difficult to get that happy medium where you feel comfortable and authentic with your prices.

We're in business to make a Healthy Income, and an hourly rate of less than the minimum wage is so *not* healthy.



There are many reasons we tell ourselves for why we do not charge more for our therapies.

### 1. Clients just won't pay that much

Here's a couple of the comments

- "No way I could charge that much"
  - "I'd have no customers left if I charged that much"
  - "I don't think people would pay that where I live"
- Sometimes when a customer is faced with the price of the therapy they decide they don't really want it.

That's disappointing and pretty disastrous for business, so what do you do?

Well you have three options:

#### 1. Find clients who *do* value your work

They *are* out there! They might not live in your local area and it



might take a bit of effort from you to find them. But if you do amazing stuff you *will* find clients who will pay a proper price for it. You will probably end up with less clients than you have now, but if they pay you properly for your work you will make more money and feel more appreciated!

## **2. Change your work to suit your clients**

If you want to stick with your current clients give them something that fits their budget, but don't give them a treatment that costs you!

## **3. Do as you've always done**

You don't have to change anything. If you're happy doing the work and getting paid what you're paid. Stick with it.

## **2. Customers don't appreciate (and pay for) the skill and effort that goes into treatment**

A lot of people who enquire about a therapy booking do not appreciate or understand what it takes and costs to be a qualified therapist. It's why customers look so aghast at the price.

*If you can in your clinic or portfolio display your certificates to show all the training that you have received over the years or in your marketing, blogs etc share your knowledge.*

## **3. Hobbyists versus businesses**

One of the main issues, that was discussed, was that of competition. This was a popular comment:

**“If I raise my prices my clients will just buy from some who will do it cheaper”.**

A particular problem for the Therapy Industry is the fact that hobbyists are happy to do a treatment for nothing or very little as 'they are here to help people'

This is a tricky situation but not as bad as you think.



The truth is that most clients have no idea how to find the hobbyists who provide therapies at a very low price. They mostly only do friends and family anyway! Truly!

What you do need to do though is decide whether you are in this as a hobby or a business. And if it's business you must yank yourself out of the hobbyist "cheap" mindset. Not easy I know, but do it you must!

(In the members area there is an audio I have done about the business mindset and pricing)

#### **4. Hourly rate**

Well, a huge dilemma with therapists was what hourly rate to charge. A lot of therapists make sure that they earn an hourly rate of £15 an hour, there were plenty of comments saying this was way too high. As one therapist said "Paying yourself £15 an hour, that's just not practical"

Sigh.

#### **What's not practical about £15 an hour?**

A big part of this dilemma is valuing the work you do. Many of us have a problem with that. However if you want to have a business which makes you a Healthy Income then – and I'm going to be blunt here – you've just got to get over it.

*Fact: if you don't charge your time at a proper hourly rate you will never make a Healthy Income from your business.*

But can you justify your hourly rate?

First of all, you don't actually tell customers your hourly rate, so you don't need to justify it to anyone. It's there to help you work out your price, not defend it. Explaining the level of skill and time involved is enough to help people understand the price. That's as far as you need to go.



Another point is this. Say you charge £15 an hour for your therapy work. That doesn't mean you'll earn £15 an hour from your business. Why? Because you don't get paid for the time you spend on admin and marketing. If you want to earn £15 an hour for every hour you work in the business you'll need to charge a higher hourly rate on the therapies.

If you're a student then by all means charge a lower hourly rate. Use the case studies/clients as practise. But don't forget to gradually put those prices up as you become more skilled.

Finally, to help you feel better about your hourly rate, pull together a portfolio of all your work and get as many testimonials as you can. Flick through it just before you do a price quote. It will help you to remember you're worth it!

### **5. I wouldn't have the nerve to charge that**

Finally you've done the calculations, picked the right customer, added in an appropriate hourly rate, got your price and, guess what. You bottle it. As some have said "I just wouldn't have the nerve".

So value your skills, it's taken you a heck of a long time to get them!