

The Pricing Ninja Pledge

Before these assembled witnesses & for the sake of my business & my personal well-being,

I HEREBY PLEDGE & PROMISE TO MY OWN SELF

I will **stop confidence - blocking myself.**

I know what I'm selling is GOLD.

I will **quit pricing low to avoid the No.**

I know I'm not for everyone.

I will **break up with hourly billing.**

I know I'm not about elapsed time.

I will **price based on the transformation** possible from working with me. I know I change lives.

I will **price slowly.**

I know my first price is invariably too low.

I will **go beyond listing the features** of my offer. I know the So What is key.

I will **tell prospects my price & then I will shut up.** I know I don't need to defend, explain, rationalize or back pedal.

I will remember my baby. I know that when a prospect pushes back on price, **I don't have to just cave**, say yes, give away my profit, sacrifice my well-being & that of my family (**UM, THAT BABY**).

I know **practice** makes this easier.

I know **change takes time.**

I am **committed to pricing better**, to pricing right.