



Top 10 C-blockers:

RE-WRITE YOUR PRICING STORY





Hey, hon: are you totally C-Blocking yourself when it comes to getting paid what you're worth? Confidence-blocking, that is?

Chances are: YES.

Pricing is one of those areas that brings up All The Issues, all the negative voices telling their old story. So what happens when we act on that story:

We C(onfidence)-block our ability to make \$: we hedge on our worth, we price low to avoid the No.

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But it doesn't have to be this way. And changing it doesn't have to be hard.

You can begin changing this story in the span of two minutes, using this simple two-step framework gained by personal experience and tested with my private clients, entrepreneurs just like you.

STEP ONE

Top 10 Confidence-Blockers that hold you back from charging what you're worth.

Check anything on the following list that has at any time in the past (or, um, now) stood between you and getting paid the way you oughta. Check anything that echoes some reason you've given yourself for keeping your prices small and quiet. There's also space at the end for you to add your own personal variations.

- ✧ 1. But I'm a creative. What do I know about numbers?
- ✧ 2. But I don't have a degree in _____ .
- ✧ 3. But _____ has more followers than me.
- ✧ 4. But _____ charges _____.
- ✧ 5. But _____ is already doing this better than I ever could and wrote a book about it.
- ✧ 6. Sure, I have _____ years experience doing _____, but that doesn't count.
- ✧ 7. But I don't have all the answers.
- ✧ 8. "But it's just me." ← that's a direct quote from yours truly.
- ✧ 9. But I feel like an impostor.
- ✧ 10. But what if people say No?
- ✧ 11. But... _____
- ✧ 12. But... _____
- ✧ 13. But... _____

If you checked none of these, wait, seriously: what planet are you from?

If you checked 1-3, congrats: you're human.

If you checked 4-7, guess what: yep, you too are human.

If you checked 8+ and then added more, CONGRATS. You. Human.

**Those dang c-blockers tend to tell all of us variations of the same story.
How funny is that?**

STEP TWO

Choose your top 5 and flip ‘em, flip ‘em real good.

Let your story talk. Write down what those negative voices are telling you, and practice flipping that around.

It’s like that time I was selling honey (yes, honey) for way-cheap because I was listening to that boring old negative tape. Here’s how I turned around the story I was telling myself – and basically tripled the price.

**I’m just a
backyard hobbyist.**

**I just made this
in my garage.**



**I am a passionate
small-batch producer.**

**I harvested and bottled
this honey by hand.**

Now your turn.

1

The story says:



I retort:

STEP TWO

2

The story says:



I retort:

3

The story says:



I retort:

STEP TWO

4

The story says:



I retort:

5

The story says:



I retort:



Now What?

For the next 5-7 days, be hyper-aware of when you're Confidence-Blocking yourself – and practice turning that story around. It will get easier every time and you'll likely find you are doing it less and less as time goes by!





Pricing Ninja Dojo is brought to you by Ariane Trélaün, Pricing Ninja & Business Witch at Do Your Thing.

Ariane provides numbers, pricing and profit coaching to women entrepreneurs ready to up-level their business, ease up on their Hustle, maximize their Chill. Much more than a bookkeeper, Ariane is, as one grateful client put it, “the quiet and necessary truth,” helping you get real about your business numbers so you can CEO your business like you’re meant to.