

PRICE WITHOUT PANIC *checklist*

A quickfire checklist to help you set, say, and hold your prices without the mental spin-out.



Why this matters?

You don't have a pricing problem.
You have a panic problem.

You know the price you want to charge.
But as soon as you think about saying it out loud, you freeze,
discount, or avoid the conversation altogether.

This checklist will help you price with calm, hold your price
with confidence, and stop the post-call wobble.

No more emailing prices to your potential client because you
treat every "No thanks" as personal rejection!

Inside, you'll get:

- Pre-call nervous system resets
- Pricing clarity prompts
- Say-it-without-flinching scripts
- Mindset flips for when the wobble hits

**It's not about charging more - it's about feeling safe saying
what it's worth.**



Pre-Call

NERVOUS SYSTEM REGULATOR

*Because your body leads your brain.
Calm the body, clear the mind.*

Before the call:

Take 3 slow breaths: in for 4, out for 6.
Do this three times to reset your
body's stress response.

Feel your feet on the ground.
Literally press them down. This signals
safety to your body.

Run cold water over your hands or
splash your face for a fast way to reset
a rising stress cycle.

Say out loud: *"It's safe for me to hold
my price."* Repeat it 3 times.

Sit upright. Shoulders back.
Take up space in your chair.
The body tells the brain what's safe.



Before you

SET YOUR PRICE

I know the transformation my offer delivers.

I've written out why this transformation matters to my ideal client - not just to me.

I've stopped pricing based on hours and started pricing based on the result.

I've noticed where I'm undercharging to feel 'likeable' or 'affordable.'

I've asked myself: Would I feel resentful delivering this at this price? If yes, I've adjusted.

transformation

results

worth



Before you

SAY YOUR PRICE

I've practised saying my price out loud, without apologising, softening, or trailing off.

I've removed phrases like "*I know budgets are tight...*" from my vocabulary.

I've written my price down and I'm prepared to say it on the call - not email it after.

I've stopped using "*starting from...*" unless it genuinely applies to multiple levels of service.

I'm not lowering my price in advance based on what I think someone can afford.



When you feel

THE WOBBLE

I know this panic isn't the truth - it's an old story showing up.

I can track this fear back to where I learned it (school, family, past work).

I've written down why I deserve to hold this price.

I've got a go-to sentence to hold the silence when someone pushes back:
"I completely understand, feel free to come back to me when it's the right time."

I remember: it's not my job to make it affordable for everyone. It's my job to offer the transformation.



Final Reminder

You don't need to lower your price to feel safe.

**You need to clear what's making you feel
unsafe when you say it.**

Want help clearing the fear?
Check out my *Summer Client Magnet Beta*.



Chris Melville
Transform with Chris