

The Hidden Costs You're Absorbing

If you're not charging properly, you're quietly covering costs yourself. Think about what you actually give:

- Travel time between clients
- Fuel and vehicle costs
- Gaps in your day that go unpaid
- Emotional energy and responsibility
- Last-minute cancellations or changes

When you add it up, it becomes clear: you're not just undercharging. You're subsidising the work.

Are You Undercharging? (Be Honest)

Ask yourself:

- Do you ever think, "this isn't worth it"?
- Are you working long hours but still tight financially?
- Do clients question even small increases?
- Do you avoid conversations about money?

If you answered yes to even one — you are very likely undercharging.

The Shift You Need to Make

Most carers focus on the wrong question. They ask: "Will they leave if I charge more?" But that's not the real issue.

The real question is: "Can I continue doing this sustainably at this rate?"

Because if the answer is no — the situation is already broken.