

Speaker 1 ([00:11](#)):

Hey, Georgina. Hi. How are you

Speaker 2 ([00:18](#)):

Doing? I'm good. And you? Good little frazzled. I hate when plans change, so a little stressed, but it's okay. It's fine. It is what it is.

Speaker 3 ([00:33](#)):

Yeah, same.

Speaker 2 ([00:35](#)):

I'm glad we're still able to do our meeting and everything. I had a spare hour in here, so we can still do it. It's just not a scheduled time.

Speaker 1 ([00:47](#)):

Hey Anton, how are you? Hello. Okay,

Speaker 2 ([00:57](#)):

Let me go ahead and share my screen. And today we're talking about the scary part, how to actually price your stuff well. Oh no, but we can do it. We can do this. Okay, so let's just start with the hardest part, which is that there's no magic price. That means you don't have to sell. And I know that that sucks because I think for a lot of us in our heads we're like, yeah, if I just price it just right or low enough or whatever, people will just buy it. I won't even have to really explain how good it is. They'll just understand and there is no price that makes product fly off the shelves with no effort at all.

([01:43](#)):

Yeah, so here's the really crazy part, because all selling requires effort. It is often just as hard or just as easy to sell a \$10 thing as it is to sell a hundred dollars thing, which sounds false, but I am telling you after years of experience, this is super, super true. I sold my very first course. The first thing I ever made was a digital course about holiday anxiety, about this time of year and how to cope with all of the anxiety. Around the holidays, I charged \$12 for something that took me hours to make. I charged \$12 and I was like, surely because it's \$12, people will just buy it in droves. Now, I had a small audience. I sold five, I think, which to me at the time was amazing. I was like, this is great. But I can tell you I've tried to sell it in the years since and I've had one or two more people buy it, and that's it.

([02:45](#)):

Because I didn't push as hard in those following years, I didn't really try to sell it. I was just like, it's 12 bucks, don't you want it? But that's not a good selling strategy. People could spend that 12 bucks elsewhere versus I have a program called the Get Shit Done Program that it's equitable pricing. So you get to choose which of the three prices work for you, but it's anywhere from 697 to 1,297, and I've sold 40 of those, and it's like that's way more expensive. You would think this dinky, it's not dinky. It's a really good course, but price-wise, kind of dinky course would've sold so much better. But I didn't put as much effort in sell it, so it didn't sell as well.

([03:29](#)):

Okay, let's dive into some of the reasons that this happens. First of all, almost nothing is going to sell itself. It usually does. So because the person behind the product is a public figure, which is a whole other type of selling where you're selling yourself as a person. Also, money is really tight for many of us. So this is America centric, US centric. But did you know 66% of Americans are living paycheck to

paycheck? And some of you're like, well, duh, I am. And that's fair, but that's a big number. And this can be really intimidating. I think as a business owner like, well, if 66% of Americans are living paycheck to paycheck, should I even be selling anything? Is it even ethical? And I think yes, because I did the math, and if 66% of Americans are living paycheck to paycheck, that means 109 million Americans have disposable income. You have 109 million people in your audience. That's huge. If you can't sell to 109 million people, if all you can sell to are those 66%, we've got a different problem.

[\(04:36\)](#):

But at the same time, even people with disposable income aren't going to part with it. They need to know it's worth it, and that's where the selling comes in. And number three, especially if you sell via socials, people need to be told, this is how you buy from me. This is how you get the solution to your problem. Please do this. Most people on socials are not scrolling to buy. They're scrolling for entertainment, education and distraction. So even if they want your thing, if you don't tell them This is how you buy it, go do it now, they won't do it because I mean, I just want you to put yourself in their position when you're sitting on your couch scrolling, even when you see something, you're like, oh, I like that. I could get that. But you just keep scrolling because stopping buying it, that requires effort. You have to be told to do it or else it's never even going to occur to you to actually buy the thing.

[\(05:31\)](#):

Okay? How to make your piece with sales first. I love this advice. Fall in love with what you're offering. It is so much easier to sell when you know you're offering real value. So spend some time going through your program, your product, et cetera, and I just want you to revel in how good it is. Also, PS, if you're not getting that lovey-dovey feeling, it looks like it might be time for an update, add some bonuses, rewrite some stuff, maybe add video. Do what you can to fall in love with it again, and it's okay if you don't fall in love with it when you're not looking at it. A lot of us do that. We just get used to selling it. But when you, I'm going to just read through my course real quick. When I do these presentations and I go through the course with you, I'm always like, I forgot I put that in there. That was pretty good. You want to have that feeling, and if you don't, then it's okay. Don't get caught up in the shame. Just update it.

[\(06:28\)](#):

Okay? What to consider when pricing your stuff. So how do we set price so scary? What is fair in a capitalistic world? Anyway, I think that is such a big question, and it might be a little too big even for this course, but I think a lot of old money stories come up when it comes to pricing. And I recommend going back to modules one and two, if you're starting to feel like money is evil or pointless, if that's starting to come up for you again, go back, relearn the lessons, it's all there. And remember that money is an exchange. That's all it is. So how do we price that exchange? I think there's four main things to consider your investment, your people's investment industry standard and vibes. So let's just go through this. So there's your investment when you're creating an offering. I like to consider how much time I'm putting in, how much money I'm putting in and what kind of opportunities I'm giving up by choosing to engage with this one.

[\(07:27\)](#):

So many business owners, especially those of us trying to be ethical and fair, underestimate the amount of time spent to create our offerings. So let's say you're going to be on Zoom with them for one hour, but how long did it take for you to create checkout and scheduling pages to connect Stripe and PayPal? How long did it take you to create their recurring Zoom link and collect all the resources you're going to send their way? What about marketing the offer so that they could find it and buy in the first place? And most importantly, how long did it take you to learn everything that makes you such a good coach? Now, you don't have to charge for every hour you spent in school or learning courses or anything like that, but it is worth considering. So you need to consider the front facing time, which is the time with the client, but also behind the scenes time, which is creating sales pages and whatnot, marketing time, letting people know that the offer exists and learning time, which is getting good at this.

[\(08:20\)](#):

So if a minimum living wage is \$30 an hour and you do one hour coaching calls, you might be tempted to sell them for \$30 an hour because it's like, well, that's a living wage. I should only charge a living wage. But you need to factor in making the sales page, which takes maybe an hour, maybe more, maybe less setting up checkout and scheduling 30 minutes, making five Instagram posts, maybe like an hour and a half the years you spent learning about your topic in order to be able to coach others. I typically assign two hours per year spent learning about the topic. Then you've got a minimum of nine hours, assuming one year of learning, which comes to \$90 an hour minimum right now. You don't have to use that formula, it's just a formula. But I know some people when they're pricing, they just want somewhere to start, just give me a formula and then I'll go off vibes.

[\(09:10\)](#):

But you don't want to start with only vibes. You want to have a number in mind that makes sense. So for me, that's kind of how I start. So it's also important to consider how much you're spending to create the offer. So it might include physical materials and shipping, scheduling software, website hosting, checkout software, email provider marketing tools, accessibility tools, et cetera. You don't need to charge each individual person the amount of all of this because that is maybe a little unfair because if every person's paying you this full price, then you're actually making a big profit, which again, nothing wrong with profit, but maybe not based on this. So for example, if you're spending 5K per year in order to just make your business function and you typically sell a hundred products or services in a year, then you need to add \$50 to your price to cover those costs, and that's it.

[\(10:07\)](#):

Easy formula. And then there's opportunity cost, which I think this is one that a lot of entrepreneurs forget about, but you need to consider what money you might be losing out on by doing this. And you don't necessarily add anything onto your price, excuse me, because of this. Instead I use it as a minimum. So for example, I have a degree in speech language pathology. I don't have my master's, which means I could not be a full speech language pathologist, but I could be an assistant where I live. SLP assistants make an average of 70 2K per year or \$35 an hour. So I must charge at least \$35 an hour for my time. If I work 40 hours per week, then I need to be making \$1,400 per week. If I see five clients for one hour each, then each client needs to be paying me 280 per session in order to pay me what I could be making at another job that I could honestly realistically get if I were to stop running my business. So that's another way that you can do this. So you might be noticing all of these formulas are giving you different numbers, like the one was 90, the one's two 80, the other one says, oh, just add 50 bucks to whatever. When you decide how to price your things, you can use all of these formulas and take an average, you could or you can just use them as a starting point and then consider the next couple of sections that we're about to go through.

[\(11:27\)](#):

So then we have your people's investment. There is one main question I do not want you to ask in this section, and that is how much can they afford? This might seem like a really good question to ask, but I don't think it's very good for you or for your person. Why? Well, for one, it can be very capitalistic when we charge based not on value, but based on what people can afford. It can lead to extractive pricing. Pricing, not based on what we're providing or what we need, but rather based on what we can reasonably extract from our people asking how much can they afford is asking, how much can I get out of them, which is obviously icky, we don't want to go there. But Megan, you say that's not how I meant it. I meant how can I cater my prices to their limited budget?

[\(12:15\)](#):

And to that, I would argue that's kind of the same thing. You're still asking what's the most I can charge and still have them pay me? And that just doesn't sit well with many of us, and that might be why sales are feeling gross to you right now. So what do I want you to consider in this department? I want you to do

some investigating on what your people do spend money on. What about those purchases make it feel worth it to them? What kind of value do those things provide? Now, I want you to provide double that value basically, instead of asking how much can they afford, I want you to ask, how can I make sure this exchange feels really good to them? We can't control others' feelings, but we can be transparent and generous and not pushy with our sales.

[\(13:00\)](#):

Then we have industry standard. So first and foremost, I want to say this, you are not beholden to your industry. I know people who work in who are business owners in the homeschooling industry, and it is rough out there because people, it's a race to the bottom. In the homeschooling industry, people are trying to give the most stuff for the least money. And it's tough out there, especially it's like, well, if I'm going by industry standard, I can only charge five bucks for this thing that took me 20 hours to make. So you're not beholden to your industry standard. And I think the same goes for you, Aton. You're not beholden to the wedding industry standard of let's charge an arm and a leg and a tooth and some hair. Let's just charge all of it. You don't have to do that either. It can go either way and you're not beholden to that.

[\(13:53\)](#):

Some industries are a race to the bottom, always trying to offer more for less and less and less. And if that feels right to you, if you can manage that energetically and time-wise, then go for it. But considering the industry standard doesn't mean you have to do what everyone else is doing. It just means you have to be aware of what your people are used to. And if your industry is the opposite, a race to the top price wise, then you might be tempted to think, aha, I can make sales without trying if I just price my stuff way lower. But I encourage you to be wary of this thought. If people in an industry are used to things being expensive, they may not trust people who price their stuff significantly lower. They might think you're less qualified or trying to pull one over on them.

[\(14:33\)](#):

What's the catch? The best way to work with industry standard is to still charge what you need in order to make the money you need is to put your prices into context. Be transparent. Why are you pricing things the way you are and how does your offer benefit the customer? So for example, if you're going to offer a digital product that others in your industry are charging \$3 for, but you want to charge nine, explain why in a way that centers your customer rather than you, but also doesn't pretend that you don't exist. There's nothing worse than business owners who pretend the prices just are what they are, as if they aren't the ones making active decisions about that. If you're going to triple the expected price, you also need to triple their understanding of the benefits they'll get from the product. That doesn't mean you actually have to offer more.

[\(15:21\)](#):

It just means you need to be crystal clear about why the value is higher than what they're paying. So I know that can feel icky at first. It's like, no, if I'm going to triple the price, I should triple the value. And it's like, well, yes, but value doesn't equal more stuff. So if they're used to paying three and I charge nine without offering a ton more value, aren't I being greedy? Aren't I bad? And I would say no. As long as your product provides real value, you get to decide what that value is worth. Those people charging \$3, they might have a huge audience, so they make hundreds of sales each week so they can afford to charge less. If you have a smaller audience or make fewer sales, you might need to charge more. So again, go back to modules one and two if you need some more mindset stuff.

[\(16:07\)](#):

So another final note here, you can actually charge more and give less. And I know that that probably made your skin crawl, but hear me out. What if you charge more for the simplicity for a streamlined efficient experience? What if your stuff is better organized, easier to implement and requires less time and effort from your people? Sometimes people don't want 21 hour videos. That's a lot. Sometimes we just

want 20 pieces of paper that are organized and tells us exactly what to do. Sometimes people don't want everything in the kitchen sink, they just want a simple solution to their problem. So give less, but charge more for the convenience and ease. Then we have vibes. This is last because I don't recommend starting here because vibes are often informed by a lot of old money stories that are not always helpful. So we don't want to start with vibes, but I do think we can end with vibes for sure. And also if you are a

Speaker 1 ([17:08](#)):

Very intuitive person or you're working on being more intuitive and trusting your gut formulas or instructions on how to price your stuff, what if you already know what your prices should be and what if you just listened to that feeling? Do not have to justify every act, right? So here are some vibe check and you feel that sinking, sad, angry feeling. Let me set up my silly internet. Okay,

Speaker 2 ([18:10](#)):

Sorry about that. Okay, so the first is the resentment test. This is like a vibe check I do with my pricing. So if you ever make a sale and you feel that like sinking, sad, angry feeling of resentment, you're almost upset that they got away with paying that little you're officially pricing your stuff too low sales need to feel good on both sides. Which leads me to the second vibe check, which is what a steal test. So just like you don't want to feel resentful when you make a sale, you also don't want your people to have too much buyer's remorse. So studies show that most purchases come with at least a little bit of buyer's remorse, and that's okay and expected Harding with money is hard under capitalism, but you don't want your people ruminating on how unsure they are about this purchase. So one way you can mitigate this is by pricing your stuff low enough and talking about it in such a way that your people feel like they're getting a steal.

([19:03](#)):

If you're consistently getting feedback about what a good deal your stuff is or how worth it your services are, this is a good sign. You're passing this vibe check. If not, you may want to look at your prices or at least how you contextualize those prices. Also, I think I meant to put this in here, but a second way that you can cope with this is you want to make the onboarding process of your sale after what happens with your customer after they buy to be crystal clear, buttery smooth. That really reduces buyer's remorse because when people pay for something and then maybe it doesn't get delivered to them right away, if it's a digital product, people kind of expect it right away. And if they don't get it right away, they might have more buyer's remorse, whereas if they get it right away, plus they get a welcome email from you explaining how to use it. If there's a YouTube video showing them here's exactly how to get the most out of what you just bought. Great example. Let me show you.

([20:02](#)):

I just bought a digital planner that I literally will sing the praises of for the rest of my life, probably purchases. It was incredible. It was this A DHD planner by future A DHD. It was insane. The onboarding was immaculate. It literally, I wish I could show you guys the onboarding. Maybe I can go into where, because it was so good. I won't focus Megan, but basically it had videos to show me how to use, not just how to use the planner, but also how to download and utilize that. I needed to use the planner because it's digital. So I needed to buy good notes. And they were like, oh, are you using good notes? Here's the instruction video for this, or are you using notes app? Here's the instruction video for that. And they had instruction videos for every notes app on iPad. And then within there they were like, okay, here is how you use the general planner.

([21:10](#)):

If you want to know how to utilize the stickers, we can show you how to use stickers. So they literally showed me everything. I had no idea how to use good notes before this. And now not only do I have a planner that I can utilize, I know how to use a whole other program. It was so much value for 15 bucks. It

was crazy. And the onboarding, I had a tiny bit of buyer's remorse because I have a DHD, and I know I'm not going to use this planner for more than two weeks. Let's just be real. So I had some buyer's remorse, but that process, first of all, made it more likely I'm actually going to use it, which means I'm more likely to recommend them. So that's really brilliant on their end. But also I immediately had no buyer's remorse. I was like, even if I only use this for two weeks, this was a great decision.

(22:02):

So that onboarding process can be so helpful for reducing that feeling of buyer's remorse for your people. So highly, highly recommend that as well. But I think that's it. I think we were onto the homework section. So let me hop over there real quick. So homework is just to share your biggest takeaway in the Voxer and then go back to the product ladder that you made in module five, which you should be doing the homework. So hopefully you have a product ladder now and set your prices. Feel free to use the formulas, the vibe, checks, whatever feels right for you. But yeah, you should be able to set your prices now, so look at you going places. So yeah, now we have a good half hour of coaching. If you guys are down,

Speaker 4 (22:59):

We'll see if my microphone's working,

Speaker 2 (23:01):

I can hear you just fine.

Speaker 4 (23:03):

Okay, cool. For some reason I wasn't able to get sound through it, so you're coming through my speakers. I'm not sure whether or not you guys saw me swab my child, as I said. Yeah, COVID, it's great.

Speaker 1 (23:18):

Best.

Speaker 4 (23:19):

No, I love the resentment test that spoke to my heart because I do have one piece on my product ladder that right now, every time a couple books it, I'm just like, that's something where, and what a steel test too. We're constantly getting feedback about how it's worth it and how we're great, how it's awesome. Well, I think I've said before, we've got a few hundred five star reviews on the wedding websites and stuff, and everybody's like book them now, OM, G. So I should probably boost my prices up a little bit so that I'm at least not going in a couple of books.

Speaker 2 (24:02):

And I think the biggest fear for most people is, well, what if I do that and I start losing all those five star reviews? But first of all,

Speaker 1 (24:12):

The reviews

Speaker 2 (24:13):

That are that, oh, that's always my fear. I'm like, but then if I raise the prices, what if I stopped getting this result right now, this product plus this price is resulting in this happiness. If I change any element of this

formula, what if I get a different outcome? And it's like, but what I'm going to argue is first of all, the five star reviews that already exist are not going to go away. So that will continue to bring in new clientele. Second decisions about prices are not life sentences. You can always change it back.

(24:49):

And if you want, excuse me, let's say you raise the price of this thing from 50 bucks to a hundred bucks, and you do that for, I would say give it at least three months, probably six, right? But let's say you do that and you're like, this isn't right. It doesn't feel right. Or I'm not making as many sales, or I'm getting some bad reviews that are hurting my score or whatever. Something changes and it's not worth it and you want to go back down, but then you feel bad for those people who paid a hundred, right? Because it's like, oh shoot, you can always give them something extra like, Hey, I know your wedding is over, but I wanted to, I don't know, maybe you have a coupon for a local registry, or maybe you buy something off their registry that didn't get bought or maybe something like that.

(25:41):

You kind of make it up to them in some way or, yeah, I can't think of anything specific. I guess probably something off the registry. You could just straight up give them a \$50 Amazon gift card or something, whatever works, but that's possible. I've done that before. I priced my membership for my Audi DHD business at \$27 a month for a year, and then I was like, this is not working. I'm going to change it to pay what you can starting at \$3 a month. And that's a big shift for people. So I was like, Hey, anybody who feels like they kind of got shafted, I totally get it. I'm offering you a completely free EFT tapping session with me. No one took me up on it, no one cared. So take that with a grain of salt. Everyone was like, this is fine. My price is going down. Why would I give a shit? But in peace, anyone had been upset, I offered something, I was like, Hey, come do some EFT with me. I'll guide you through whatever's going on in your life. So yeah, I know you were like, I didn't even think about that. But that's always my biggest fear is if I change anything in the business, am I going to still get the same outcome?

Speaker 4 (26:56):

Yeah. Okay. Yeah, I have a weird A DHD, I have a weird obsession with making my prices symmetrical. So right now, my super basic, and again, I try to price things as transparently as possible because that's the thing that sucks about the wedding industry is it's so opaque when it comes to pricing. You cannot get a photographer or a florist or a planner to give you their prices. So we put our stuff right out on our webpage. It's like for a quick and basic ceremony, and that's literally what the package is called. The quick and basic, we charge 250 and every time a couple books that I'm always like, because it's going to still going to me, sitting down with them multiple times for meetings to talk, to get the vibes, to plan out the ceremony and all that stuff, even if it is going to be only a 10 minute ceremony, I still want to be a mean life changing. I mean, obviously they're getting married, so it's life changing, but you don't know what I mean. Yeah,

Speaker 2 (27:55):

You want it to be a big day, an important day, something that feels like

Speaker 4 (27:58):

Them. Exactly. Exactly. I always say I want it to be personal. I want it to be enjoyable, personal and memorable, which far too many weddings are not any of those things. And so right now our prices are two 50 for the quick and basic 500 for a classic ceremony, which is a fully customized wedding ceremony based around them and their personal love story. And then seven 50 for the insanity themed wedding. Lord of the Rings, Harry Potter's, star Wars, and I think I'm undercharging for all of them at this point, but now my gut is to say, oh, okay, so I'll make it 300, 600, 900, but I can't get away from that symmetrical. I don't know why. I

Speaker 2 ([28:51](#)):

Mean, 3, 6 9 is still symmetrical, right?

Speaker 4 ([28:55](#)):

Yeah.

Speaker 2 ([28:55](#)):

Does that feel good or does that feel like you're not raising it enough?

Speaker 4 ([29:01](#)):

It feels like I'm not raising it enough. And then the problem is with the quick and basic is that it is, I mean, I always tell couples it's literally insert name here, I am going to change up a little bit for the vibes and whatnot if you want it to be more fun and lighthearted versus more solemn and mushy. But I don't know. But again, then I run into the, I hated a phrase, but what you said brought it back when I used to work in insurance sales, the sales manager would always say, don't sell out of your own wallet. Which is actually good advice when it's not coming from a toxic place.

Speaker 2 ([29:51](#)):

I wonder if the super basic one is literally just insert name here. Maybe you just have one meeting with them and that way the price can stay the same, but that way mean because if you're doing multiple meetings and trying to make it still really personal, and I understand that, but at the same time, that's not what they're paying for. So especially if that's the way your marketing, if the marketing is inserting here, basic wedding, affordable, if that's the way you're marketing it, I would probably keep the price the same and just reduce what you're offering. Or what you can do is shift the marketing just a little. And instead of quick, basic insert name here, it could be like I market it as a wedding service that doesn't come with all of the upcharges of being in the wedding industry. So it's still personal, it's still lovely. You can change the tone, you can change this. We'll meet with you a couple times, but then it costs more.

Speaker 4 ([30:52](#)):

Yeah, I like that. Do you think that, and again, this is being not in the wedding industry, but you're a person who has been to weddings and had one many, do you think that I should stratify my product ladder more?

Speaker 2 ([31:11](#)):

So right now it's those three main things. I think those three are great. Honestly, what I would do to make it symmetrical is I would just make the gap bigger, honestly. So two 50 could still be the insert name here, and maybe one meeting instead of two or three or however many you're doing now, one meeting and then the ceremony and that's it, and that's two 50. To me, that's super reasonable still. And then maybe instead of a \$250 gap, maybe there's a \$500 gap or even a \$750 gap. And then that gets them to a classic ceremony where I meet with you several times and we get to know your love story and all this stuff. And then going from a basic wedding to a themed wedding that deserves a 750 gap, in my opinion, that's a big change. And so then you can be like, yeah, you want to go all fucking out and make it your personal amazing themed wedding, let's do it. But in order to do it well, we're going to require more meetings. It's going to require a lot more work for me, and therefore it just requires more money. And I think that's super reasonable,

Speaker 4 ([32:22](#)):

And that makes a lot of sense. That really does make a lot of sense. And I like the round numbers. So having that 500 gap between the basic and what we call the classic ceremony, I think makes a lot of sense to go two 50 and then seven 50 and then held at 1500 for the one where if you're going to make me learn, cling on for your Star Trek themed wedding.

Speaker 2 ([32:46](#)):

Yes, I love that. Might as well, because truly, if you are learning how to pronounce new things and yeah, yeah, I think that would be worth it. But at the same time, I'm not here to tell you to up your prices. If you like your prices where they're at, then I think that's great, but if you're experiencing resentment, it's time to up 'em because your business is going to go nowhere fast if you kind of sort of secretly your sales.

Speaker 4 ([33:18](#)):

And I break it into, so those are our ceremony services, and then I have what I've been calling mini services, which are the elopements, which is somebody texts me and says, Hey, can you just meet maybe McDonald's and marry me? So I mean 50 bucks for that, honestly, 10 minutes of my time.

Speaker 1 ([33:40](#)):

That feels reasonable.

Speaker 4 ([33:41](#)):

But if it's on two days notice, then sometimes there's a rush fee. Hey,

Speaker 2 ([33:46](#)):

That makes sense too.

Speaker 4 ([33:47](#)):

Yeah. Cool. And I don't mean to take up all this stuff. So Georgina, you jump in. Actually, Georgina, I don't know what your business is. I've kind of around it from the Voxer stuff, but can you I want to know more.

Speaker 3 ([34:12](#)):

Yeah. The thing is, I don't have a business yet in seen an actual online business, but I work as a healer. Well, that sounds like too much, but yeah, I am practitioner of healing techniques or that stuff, but it's so far my clients have come word of mouth and that kind of thing. So I don't even have an online presence. But the thing with me is that I change my mind very frequently and I change my interests very frequently. So it's like whenever I've had those moments of, oh, I have a Facebook page, follow me because this is what I want to do a couple of months later, it's like, no, no, that's not it. So that's why I kind of struggle to stick to something. Yeah, it's not a struggle, it's just my personal evolution, I guess. But yeah, that's why I find it hard to say this is what I do. That's why you hadn't known

Speaker 4 ([35:22](#)):

We're all works in progress. I did not figure out what I wanted to be when I grew up until I was in my late thirties. I, I'm still, I change hats. I'm a financial planner, I'm a wedding officiant. I can't tell if that's negative or positive. It's a blurry faint line. I dunno. Sorry, my wife was saying how did the swab turn out? And until Covid, I was also a professional beatboxer for an acapella group, a professional acapella group. So we're all different things and especially those of us who are neurodivergent.

Speaker 3 ([36:00](#)):

Exactly. Yeah.

Speaker 4 ([36:01](#)):

Don't put us in a box.

Speaker 3 ([36:03](#)):

Yeah, totally. Yeah. So going back to the pricing stuff, yeah, it's kind of tough for me because I usually have different prices for different people because sometimes I'm like, yeah, that's my main criteria. How much can they offer? And I hadn't seen it in a capitalistic way. I was actually more like, okay, so people can't pay less. They pay less. And if people can pay a bit more, they can pay more. But it hasn't been working because sometimes I still feel resentful. So when I'm like, oh, but this person clearly can't pay X amount, which would be the highest, I don't like it. I thought I did it out of empathy or social awareness, but maybe I do it to get the sale no matter what. I don't know. It's complicated.

Speaker 2 ([37:15](#)):

Maybe is complicated. And I don't think there needs to be hard and fast rules. Never give discounts, never do scholarships or whatever. Never adjust the price for people. Adjusted prices for people before. I have a cancer survivor in one of my programs and she's like, chemo wiped up my savings. I've got nothing, but I really need help. And I was like, great, you're in. Don't even, we will do it half price. I don't care. You're in. And there are other people, I had a client who lived in Lebanon and she just moved to the US right before the attacks started and her whole family is still there and she's not there. And I was like, forget it, schedule a session anytime. I don't care. You're good. So there are exceptions I think here and there. And I don't know if that's right or wrong because then what about people who don't tell me about the ways they're struggling?

([38:06](#)):

Is that fair to them? I don't know. So we're all figuring it out. I don't think there's any hard and fast correct way to do this, but I do think it helps to have a general rule of thumb to go by. That way you're not constantly flying by the seat of your pants, especially for us autistic folks. That just is not usually the vibe for us. So what I like to do is pay attention to my community. So I work with a lot of neurodivergent people. A lot of us struggle with employment. I mean, what is it like 80% of autistic people are unemployed? It's really hard. So I understand that a lot of us don't have a lot of spare, excuse me, income. But at the same time, I am one of those autistic people and me joining the 80% is going to help no one.

([38:58](#)):

So I do need to charge enough that I keep myself out of that pool while still helping that pool. And so it's a really fine line. That's why I kind of doing the different perspectives, okay, respecting my time and money and opportunity cost, but also respecting other people's perspective and respecting the industry standard and everything. So I mean, think if you're looking for, I think it could be helpful to have, this is my general price. If you need a lower price, talk to me. I know lots of people who price their stuff like that. And then we don't want to have to force people to prove their need or something that can feel kind of icky. But we do need to allow people to opt in without assuming it for them because that's just cheating ourselves out of money. And that's where the resentment comes in.

Speaker 3 ([39:58](#)):

Yeah, it makes sense. And I also like the industry thing doesn't really work for me because I am disgusted by how much can people charge for some healing sessions that are not even that good or that don't take into account systemic issues because I've seen that a lot. It's like everything's your fault and your shadow,

and it's like, no, but what was I going to say? Yeah. So that's why I also feel like, no, if I'm affordable, you can work with me every single week instead of once a year because you have to save the whole year to get a session that's not going to help you. That's how I saw it. But now I'm questioning it because it doesn't feel good. It's when I know that someone that I don't charge a lot to recommends me. It's like, no, I don't want to work with this person because I know that I'm going to have to charge the same amount that I've charged her friend. So it's like that's

Speaker 2 ([40:57](#)):

Why it helps to have a set price and let people know that if they need a lower price, you can maybe work with them, but it's a change from the norm. That way when they recommend you, you're not tied into that price necessarily. I think that could help. And you can also have a basement, right? Okay, I'm willing to wiggle room, but I am can't go below this no matter what your need is. I gave that person 50% off, but I couldn't have given 75. I just can't do the work for that little. So I think that can help also, you should totally incorporate what you were just saying into your marketing and your messaging about I'm a healer for people who haven't just been harmed by interpersonal relationships or haven't just been harmed by their shadow. I'm a healer for people who've been harmed by systems. I think that would be such good messaging.

Speaker 3 ([42:08](#)):

Wow. Yeah.

Speaker 2 ([42:11](#)):

And it would make you so different. You would so stand out.

Speaker 3 ([42:18](#)):

Yeah, that's interesting. I usually hide it and no surprise, I attract people who I have to explain patriarchy too, but not using those words because they might be turned off. Oh boy.

Speaker 2 ([42:34](#)):

Instead of speaking to what I kind of call the lowest common denominator, people who don't understand you, they don't understand what you're about, they just want to feel better, which is fine. There's nothing wrong with those people, but they are probably not your ideal client because they require a lot of work for you explaining patriarchy without saying patriarchy. And it's tricky. Whereas how good would it feel to be like, Hey, did patriarchy fuck you over two? Same. Let's go do some healing. And I think there's lots of those people out there. I think this happens a lot to autistic people. We feel very, very alone and very, very different. And so it's like, well, I can't try to appeal to people like me. No one else is like me, which is fair. There's definitely fewer, but that doesn't mean there's none.

Speaker 3 ([43:27](#)):

Yeah. Yeah. It actually makes more sense. Okay, so going back to the lesson, the first paragraph blew my mind because it was like I had this belief that yeah, actually I was going to get to a point to a pricing point where things would sell themselves. And when I said, I was like, no, no, no, no. And I don't know where that comes from because I've seen it throughout the whole course. I've been like, I hadn't realized that I believed that, but it was such an ingrained belief that it was like, oh yeah, this, it's like, I don't want to say entitlement, but it kind of feels like some entitled ideas or some entitled beliefs. Yeah. It's like you do this amount of effort and everything's easy forever, that kind of thing. I don't know where that came from.

Speaker 2 ([44:25](#)):

It comes from capitalism. It's not your fault at all. That's totally a capitalistic belief because capitalism tells us you show up to work for eight hours, we pay you this much. You go home, you afford food in a house, and that's it. And entrepreneurship doesn't work that way. You could show up for eight hours, but you might not make the money, or you could show up for two hours and make double the money, which is part of what makes it so scary and also part of what makes it so fun. But capitalism basically tells us it's not about entitlement necessarily. It's more about a safety net almost. That's what early, and granted all forms of capitalism are bad, but early capitalism basically said, we'll take care of you if you provide the labor. And so we made that deal. Now we're in the late stage capitalism where capitalism's like, you don't need to afford a house. You don't need food. Fuck you. We're in a whole new game where the safety net is gone. And it's like, why are we even doing this? And it's just, we've always done it. But anyway, so that's where that comes from. It doesn't come from you being a bad person. I don't even think it probably comes from parents. It probably just straight up comes from employee mindset. If I work this long, I get this much money if I do. And that just doesn't translate to entrepreneurship.

Speaker 4 ([45:50](#)):

I think that there's also an inherited mindset from capitalism of the business owner idea where, think of Henry Ford or something where it's like, I will create this thing and it will be self-sustaining, and then it will sell itself McDonald's Ray Crock, but we don't want to be the lowest common denominator. We don't want to be selling 50 cent burgers. We want to provide real, genuine, honest products or services to people that are connections and that are so much more and so much better. But the problem is that people are used to, people are used to the assembly line. And so part of our work that we have to do is breaking 'em out of that mindset,

Speaker 2 ([46:40](#)):

Reminding people that sweaters like this can't be mass produced and therefore you should pay more for it so that the person who made it gets paid. Just learning, teaching people that mindset of like, yeah, it's fine. If you don't want to pay more for it, then don't buy it. Don't buy the cheap version where it was made with slave labor. Please. And I say this as a super hypocrite. I have bought stuff off of Chian, although I will say it's bullshit that Chian is the only place I can get plus-sized clothes that don't cost \$20 extra. So there's a little bit of that going on. A little bit of rage, but that's a whole other thing. That's a whole other thing.

Speaker 4 ([47:17](#)):

There's an amazing thrift store in our town that just opened up, and they have everything. Every article of clothing is a dollar, everything. I bought a three piece suit there for \$3. That's amazing. It's amazing. And my wife loves it too, six feet tall. So very few things fit her

Speaker 1 ([47:37](#)):

Right.

Speaker 4 ([47:40](#)):

But I'm like, this is the most socialist thing I've ever felt. I love it. It's so good. And so, because I've had some weight fluctuations with my illness, and so I'm like, oh shit, I need to go out and buy a whole new wardrobe. None of my pants fit. I donate all my old pants there and then I walk out with a dollar. It's great.

Speaker 2 ([47:57](#)):

Amazing.

Speaker 4 ([47:58](#)):

We need more places like that.

Speaker 2 ([48:02](#)):

But also we don't have to price everything we do for a dollar either, because there's a big difference between sourcing clothes and then selling them versus spending an hour on Zoom with somebody or spending an hour marrying somebody. Just gentle reminder. Not everything has to be a dollar to be good.

Speaker 3 ([48:21](#)):

Yeah, that makes sense what you said, because it's like this idea of success, right? It's like you're so smart, so innovative or whatever, and then whatever you do gets famous by itself. And now you're just, how do I say that? Yeah, I forgot the word. Yeah, just enjoying that. It's like a prize because you were brave enough or smart enough, I don't know. But no, it doesn't work like that. And even, yeah, no, and it doesn't help things. People who are like CP jobs that are like, oh yeah, I started in the garage now I don't even have to do anything to sell. And people camp outside of the stores for three days, that kind of thing. Yeah, it doesn't help.

Speaker 4 ([49:15](#)):

You could do that 60 years ago, but you can't do that nowadays. And I got into an argument online because that's the best thing to do with people. The hot take. It's immoral for billionaires to exist. And they said, well, what about Jeff Bezos, Amazon? He did. I said, yeah, he had an idea.

Speaker 1 ([49:35](#)):

He's the worst.

Speaker 4 ([49:36](#)):

Yes, he is. He had an idea. How much is an idea worth? I have a thousand ideas a day, and he put in some work in the beginning, but he doesn't do anything now. He doesn't do shit. And he built it as said, billionaires only exist by exploiting people or systems or both. And yeah, I'm not,

Speaker 2 ([49:56](#)):

I think late again, capitalism has always been bad, but late stage capitalism is a little different. I think because it is so exclusive. It's the only system we have now. Whereas things used to be, I don't think the US has ever necessarily been a mixed watchacallit, I forget what it's called, mixed market where it's half socialist, half capitalistic. It's always been pretty capitalistic. But there's been hints and bits throughout the years, and I think this is really evident. I don't know if you guys Star Wars at all, but on Disney plus, there's a docuseries called Industrial Light and Magic, or I think it's just called Light and Magic, but it's about the effects company, industrial Light and magic that George Lucas started to make Star Wars. He needed visual effects that no one could do. So he just went around the country hiring new graduates that were good at this stuff that he needed and said, Hey, can you do this?

([50:59](#)):

Can you do this? And they were like, we can try. And so first of all, brilliant docuseries. It is so good. If you like Star Wars at all, it's amazing. But what really struck me and what made me and my husband both very happy and very sad at the same time was a lot of the reasons we have Pixar, we have Star Wars, we have Jurassic Park. The reason we have so much of the art we have now, the reason special effects have come as far as they have is because George Lucas, just one guy with money and power for sure, with lots of privilege, said we should have these things. And then gave his time and money to make it. So that's not

something you see in late stage capitalism, or at least something I haven't seen at all recently. And it's been sad, but watching this, it was like, man, they had hope for a future and they were betting on the future, whereas our billionaires are not betting on the future.

(52:03):

They're actively destroying it. So anyway, if you want a little shred of hope and sadness, some sort of bittersweet, I highly recommend the docuseries. It's like six hours long, but it's so good. He literally, at one point, there was somebody working at ILM and he was like, I'm just feeling a little burnt out, George. I think I need to be done. And George was like, no, there is so much more left in you. If you don't want to do this, that's fine. I'll pay for you to go to film school. And he's like, well, I don't need to go to film school. I just worked at film school. That's what we've been doing. And he's like, no, go to film school, make movies. You do my job. You should be doing this job. And so he's like, well, I can't say no, first of all to George Lucas. And second of all, I can't say no to free film school. So he went, what all did he direct? It was crazy. He directed the Captain America, the first Captain American movie, what he directed Jumanji, some of the best films recently, I think. And those wouldn't have existed without George Lucas just betting on this guy.

(53:14):

We don't have that anymore. And it's sad. And granted, that's still a lot of nepotism and privilege. This was one white guy helping another white guy. And so there's problems, but still, there was this faith in a future. And I just feel like everything now is how quickly can we burn it down? And it's like, so that's our job. Our job is to be more diverse and inclusive versions of George Lucas.

(53:47):

But something else that really inspired me about that actually was the way he talks about Star Wars is so funny because to me, star Wars is this amazing story of anti imperialism, anti empire. It's a story of bravery and of fuck the cops and all this stuff. To him, he was like, oh, yeah, I don't care about story. I don't care about characters. I just want speed. Movies are about speed. To be fair, he's not wrong. That's probably what made Star Wars so good. But I'm like, okay, okay, okay. So you made one of the best anti imperial messages of our time because you wanted to see dog fights in space.

(54:29):

And so to me, I was like, if this idiot makes something so profound and lasting and important to me off of nothing, then who's to say, I can't do that? Who's to say I can't take my shitty idea and turn it into something that changes a culture? And that was really empowering and very cool. And there was, sorry, last thing I'll share about this documentary, and I'll shut up, but there was another thing. At one point, George Lucas asked them, he's like, Hey, can we do X, Y, Z type of effect? And they were like, no, that's not a possible thing. No one has ever done that before. And George is like, that's not what I asked if someone's done it. I asked, can we do it? And they were like, no. And he's like, okay, that's fine. Just think about it. And this guy looks at George, he's like, I mean, I can think about it if you want, but it's not going to go anywhere.

(55:19):

I just need you to not be disappointed in me when nothing happens. And George is like, I won't be disappointed, but I do want you to think about it. And this guy's like, oh dear God, fine. So he said he sat down, he had it figured out in 15 minutes. 15 minutes of concentrated effort is all it takes to change the world. That's bananas. Bananas to me. So I don't know. Just give yourself a fucking shot, man. Pretend you are a privileged white guy, and even if you are a privileged white guy, sorry, Aton High, but you're not George Lucas, you didn't grow up with Scorsese in Ia. There's a difference here. Let's be real. There's still levels of privilege and all this stuff, but just pretend there's a future and that you're willing to bet on it. And you might be shocked what you can do and what the people around you can do and what you can do for them.

(56:15):

But you got to have some faith that you have value to offer where all this comes from. If George Lucas was perpetually like, oh, what I made a shit and he didn't like Star Wars. There was a lot of stuff he really did not like about Star Wars. He was very disappointed in the first one and all this stuff, but it still changed the culture. So that also is a huge takeaway I got from that was even the stuff you don't like could change the world. How crazy. You have so much power in you, so much power. It's a good documentary. You should watch it.

Speaker 3 (56:57):

You're good at telling that I don't even Star Wars and I'm going to watch it.

Speaker 2 (57:02):

It's really, even if you don't like Star Wars, if you just like behind the scenes shit or if you like how stuff is made, it's really good for that too. It was so impressive, the kind of stuff they did. And then the transition from practical effects to digital effects was really disruptive and upsetting for a lot of people there. And they were just really honest about it. They interviewed people who were like, yeah, when they switched to digital, we fucking left. They basically told us we were worthless and we left. And then there were other people who were like, that's not what we said at all. We tried to give people training to learn the digital. They just didn't see it going well. But then it did. But then also, more and more of the recent stuff is really practical effects again. So it's always going to be a mix.

(57:46):

But anyway, anyway, so good. But this is what I mean by the way, to tie it back to the lesson, this is how you sell. You fall in love with what you're offering. I want you guys to talk about your offers. The way I'm talking about this fucking docuseries right now, I want you to just be like, yeah, it's going to be this moment of healing. Not even a moment. It's going to be an hour of healing with me where not only do we go through your feelings about your mom and also the bullying from high school, but also why were you bullied in high school? Was it because your skin was darker? Because yeah, colorism is real and that makes sense. And you shouldn't have had to go through that. And we're going to sell it because we believe in it.

Speaker 4 (58:36):

Smash the patriarchy.

Speaker 1 (58:38):

Yeah, smash it.

Speaker 4 (58:45):

I have to run. But thank you. Thank you, thank you. Thank you.

Speaker 2 (58:50):

Yeah, thank you for being here. Same thing. I also to run, but it was good to talk with you guys. I'm so sorry I was late, but hopefully we still got good amount out of it.

Speaker 4 (59:00):

I think. So also life, especially Life with kids.

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Speaker 2 ([59:06](#)):

Okay, bye

Speaker 1 ([59:07](#)):

Guys.