

Ep #232: Creating Radically Inclusive Pricing

Full Episode Transcript



With Your Host

Simone Grace Seol

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science, and you can do it, too. Listen on to find out how.

Hey people, this is one of the most exciting and meaningful announcements that I think I've made in a long time. I am so happy to be able to announce that my flagship marketing training program, Joyful Marketing, which has the same name as this podcast, now has a completely different pricing system.

You know, one of the values that's really guiding me in 2023 and beyond in my business, is radical inclusivity and accessibility. I don't think radical inclusivity and accessibility is something that you do a bunch of things, you make a bunch of decisions, and it's done; you set it and forget it. I don't think it works like that. I think it's a continuous process of learning, iterating, experimenting, paying attention, adjusting. And I feel like I've made some really big strides in that direction lately.

And as of now, at the time of recording, it's been about a week. But as of now, in February 2023, I am now offering for Joyful Marketing, a pay-what-supports-you system that is divided into three different tiers of pricing. You can choose which price you opt into based on your financial circumstance, as well as your class privilege.

On top of that, if paying even the lowest tier price is going to interfere with your ability to give yourself basic necessities for survival, then we have an Equity Scholarship option available for you. When you submit the application, we're going to consider it on a case-by-case basis.

But we are committed to reducing as many economic barriers to coach entrepreneurs' success as possible. We want to be able to welcome in as many members as possible who are good fits for what I'm offering, and who have the potential to do amazing work with the program for as long as we can keep the program sustainable.

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Now, with this podcast episode, I want to accomplish a few things. One, I just want to tell you, hey, we're doing this thing, isn't it cool? If you feel like this is your chance to jump into Joyful Marketing, take advantage, you are so welcome.

Second of all, I want to give you an overview of what this system entails broadly, and how I've come to these decisions. I know that so many of you are going to be curious. Like, how did you even decide to do this? What are all details?

And lastly, since I announced these changes last week, so many people have written me to tell me that they would love to do something similar. But they're not sure that they're at the right stage of business to be able to do something similar. If not, then when is the right time? And what can they do to build more inclusivity, more economic equity, into their business? And so, I want to offer some ideas on that.

Even if you're not in a position to make a change as big as I did, and many of you are no, and I will tell you more about what that means. But I want you to feel good knowing that you can do something that's right for the state of business you're in, in order to expand opportunities for other people. To be able to give back, and to do your part to create a more just, humane, and equitable economy.

You know, whether you're literally just starting out, whether you're in the process of building consistent demand, if you already have a solid business, I think there are different ideas for what might be a good idea for you. Because equity is definitely not a one-size-fits-all kind of thing, at all. So, a lot of big words I'm using today.

Let's go. Let's first talk about why I am doing this and how I decided to change the pricing for my flagship program. The first thing I want to tell you is that this has actually been in the works for a long time. It's not like I got up one day and decided, hey, let's do this. I have several mentors, guides,

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that I've been talking to for a good part of the past year, about how to bring my business into greater alignment with the kind of values that were becoming really dear to me.

I have been doing a lot of questioning, a lot of examining, a lot of the work of inner alignment and reorganizing and shedding, that, I think, I want to say energetically created a space for me to be able to do something like this right now, without freaking out or falling apart or without my business falling apart. Right?

So, it's been in the works. I want to say that first. That the outward actions were preceded by a ton of incremental and not necessarily comfortable inner work. And that had been unfolding for a long time with the help of many mentors.

And I want to tell you about who some of those mentors are because I think it's important to acknowledge who your guides and your teachers are. In terms of advising me in my journey towards creating a more value aligned business, I want to credit the following people. And you don't have to write all their names down because I will share their links in the show notes.

But I want to specifically credit: Karen Hawkwood, aka KJ Sassy Pants, who I've had on the podcast several times. I want to also credit Fabeku Fatunmise, who has also been on the podcast. I want to credit two people who I haven't yet had the chance to invite them on the podcast, but I hope to at some point. And they are Trudi Lebron, as well as James-Olivia Chu-Hillman.

I have worked with all of these people in varying degrees, varying capacities, and they have all played a really critical role in the development of my thinking on building more equity into my business. And lastly, I want to talk about somebody specific who has been advising me for a good while. Someone who specifically introduced me to the idea of the new pricing system I have, and that is Alexis P. Morgan.

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And Alexis P. Morgan is, I don't really know how to introduce her, she defies category. She's like a diviner and social-justice oriented business advisor and this fierce activist and a writer, and a black and Jewish sorceress. Just a generally undefinable, fabulous, genius human being who has been really instrumental in me creating this new pricing system. I will link to their stuff in the show notes, too.

So, one day, Alexis sends me, out of the blue, I mean, it's not really out of the blue because we've been talking about it for a year. But she sends me something, an article called "The Sliding Scale: A Tool of Economic Justice" by another human named Alexis, Alexis J. Cunningsfolk, who had this article on the website of their business called Worts + Cunning. I will for fucking sure include that link in the show notes because I think everyone should read it.

I read this article; it blew my mind. And it subsequently blew up my business. It instantly rang so many bells for me. You know, for a long, long time, and I've kind of talked about this in the past on the podcast, I think, but I never even considered anything like a sliding scale.

I mean, that's not true. I briefly, intermittently, considered them. However, it was easy for me to write them off. I did scholarships and stuff. And there were different ways I thought to build an equity, but the sliding scale always just felt like this slippery, complicated thing. And you know, if you know me, one of my most important business values is simplicity, and leanness.

I have ADHD, things have to be super simple for me to be able to have the spaciousness and the focus to do my best work. I cannot have things that are complicated and complex. Only my creativity can be complicated and complex, everything else has to be super simple.

And so, I was like, "No, I'm not messing with a sliding scale. I'm building equity in other ways." Until I saw this beautiful essay by Alexis J. Cunningsfolk that laid out a really intelligent way of thinking about and doing

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a sliding scale pricing model that alleviated a lot of my concerns and worries about it being slippery and complicated, and potentially creating weird situations, right?

I do actually want you to go and read this because it would be weird for me to just read the whole article on this podcast. But let me just give you some summaries about the nuances that this article illuminated. It laid out these ideas about the differences between economic situation and class privilege, which are related, but not always.

So, someone who's, for example, white, and has always been solidly middle class, and doesn't happen to have a whole lot of income at the moment because of some choices they made, is not in the same place as someone who also doesn't have much money.

But that's because they've been systematically shut out of a lot of the same opportunities that the middle class white person had for most of their lives, because of where they come from or the color of their skin. And they've had to perpetually work overtime just to survive and prevent their lives from constantly spiraling out into bigger crises. If that has been their experience for most of their life... If two people have the same amount of money in their bank accounts... These are not the same situations.

Someone who's having a tough time growing their business, has a tough time funding business investment, funding coaching for their businesses, for the simple reason that this is hard; business is hard for everyone. It's stretchy for everyone.

That is not the same thing, as someone who was say, disabled, and literally has to work three times as hard to have half a chance of being able to take advantage of the same resources that are much more accessible to able bodied people. Things being tough is not the same for everyone.

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People may be at the same point, on surface, of economic having-ness, right? You might have the same amount of money in the bank as somebody else. But that doesn't mean that the opportunities that has been available to them and will be available to them are the same.

People don't have to work equally hard to be able to improve their situation in life. For some people, it's just a matter of like, hey, you want a better business? You want to make more money? You want to have more opportunity? Great. Roll up your sleeves, get to work, work harder, make some sacrifices, have a better mindset. That's going to help them dig themselves out of a situation.

And for some other people, they've been working the hardest they can, and using up every last drop of positivity and optimism and great mindset and resilience they had, just to make it through the day and have their basic necessities met. And that's been their experience for most of their lives.

These situations are not the same. The kind of opportunities people get are not the same. And I want to be part of creating a world where it's not necessarily like everyone has exactly the same resources, but where everyone has access to the same opportunities.

And the Worts + Cuning model really explained these differences to me in a way where it satisfied my need to have all these nuances acknowledged and articulated. And also, be able to acknowledge and articulate them to my prospective clients in a way where they could see what stratum of financial and class factors they fall into, and therefore, be able to determine what price would support that.

What I felt was so empowering and so incredibly useful, was being able to enumerate these differences and have people self-select into one of three tiers, based on where they are. And it encourages, and it relies on, people being honest and taking responsibility for the price that they opt into.

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It encourages thoughtfulness. It encourages consciousness about the community, right? And it acknowledges that creators and teachers who create these programs and courses should be compensated. That's a part of the fairness of the exchange. And yet also, we are acknowledging the systemic forces at play.

The model offers three different pricing points. I borrowed a lot of structure and language. And so, for Joyful Marketing, here's what we have now: You can pay into either \$3,500 or \$2,500 or \$1,000. I'm literally reading off of what I now have on the invitation page about how to know which price is right for you. It's based on an honor system; it's based on trust. I decided that I am going to trust my people, that's you, with this honor system.

So, you opt into the \$3,500 price if you have access to financial security, own property, or have personal savings. If you are able to pay for "wants" and spend little time worrying about securing necessities in your life. If you have economic privilege and power in our community, this price is for you. By choosing this price, you're "paying it forward" and contributing to a more equitable world by supporting course access for those who have less.

Now, the middle price point, which is \$2,500, is for those who may be paying off debt or working to build savings, but they also have access to steady income. The \$2,500 price point is for those who do NOT spend most of their time thinking about meeting basic needs, such as food, shelter, medical care, child care.

And if making this investment might mean you have to cut back on some discretionary spending, like going out to dinner or buying coffee, buying a new outfit, going on vacation, but the sacrifice is short-term, and it's not going to harm you in the long term. If this description meets where you are, then you are encouraged to pay \$2,500 for lifelong access to the course.

Now, \$1,000, this is the third tier of the price. You are invited to pay \$1,000 for equal access to class if you have access to basic needs, such as food,

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housing, and childcare, but sometimes it feels difficult. And if you are able to put away money each month to save up to be able to pay for the program, but the middle tier price would mean that you would have to save for longer than 12 months.

So, if you're able to save a little, but in order to save for \$2,500 you'd have to save for forever, then you are invited to opt in to the \$1,000 price point.

Now, we have also created payment plans for each of these price points, where you can spread out the payment into five months. The top price \$3,500, that can either be paid in full, or five payments of \$700. The middle price \$2,500, you can either pay that up all upfront, or five monthly payments of \$500. Or, you can pay \$1,000 in full. Or, you can pay five monthly payments of \$200.

So, now we have six different ways you can pay and opt into Joyful Marketing membership. I also have on the website, verbiage that says,

“Please be mindful that if you opt in to the lower price, when you can truthfully afford a higher price, you are limiting access to those who truly need the gift of financial flexibility. If buying this course means making short-term sacrifices, having to get creative, or asking others for financial help, but it's not going to actually jeopardize your safety, we ask that you take advantage of those resources before using the sliding scale, which may limit opportunities for others.”

And we share that you being honest about your financial situation and choosing a price point responsibly, helps us to grow a healthy and sustainable community. And it also respects my work, the work of our instructors, other instructors in the program, and the *Joyful Marketing* support team.

Since this was released, I have had so many people comment on how clear the standards are, the criteria are, so you're not dealing with the stress of

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trying to determine, should I pay this or that? And am I overpaying? Underpaying? That can be really stressful.

But the way that this is laid out, it's very clear. There's no guessing game, right? And I love that. That is, in large part, thanks to the model and the language that... I'm sorry, what's their name? I keep having to look at the notes, because it's many syllables. Worts + Cunning by Alexis J. Cunningfolk have created. It's been enormously useful.

And this is a really important other component of this, but I see, again and again, evidence that there are so many people in the world that are genuinely working so hard to make shit happen. And they are just absolutely stretched to the limit of their capacity, and doing more than someone like me, has done in a long time, constantly.

And yet, even the lowest tier price, \$1,000, is really, really outside of what they can invest without putting themselves in danger. Right? So, if you are someone, not just anyone, but if you're someone who actually is a good fit for the program. If you demonstrate the qualities and the history that tell me that you would enjoy the program, that you would be a great fit to get a lot of value out of it, then we offer you also an Equity Scholarship.

In terms of how I'd know you'd be a good fit, I talk about a lot of the criteria in the scholarship application. But we ask that you already be familiar with the voluminous body of work of mine that lives on the internet, on this podcast, hundreds of podcast episodes, my book, low-cost master classes, my free content.

We ask that you have familiarity with them. That you have used my free and very low-cost work in order to already have made, created, tangible results in your life. That tells me that you are likely to continue getting more and more value out of *Joyful Marketing*, if you have already taken advantage of my free stuff. If you've already done the Garbage Post

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Challenge, and you created results in your business with it. So, I look for that.

And we are also, especially encouraging those who are traditionally marginalized from the mainstream coaching world. And that is coaches who are black, indigenous, people of color, LGBTQIA+, disabled humans, those practicing in countries with an unfavorable exchange rate, or they're practicing in a language other than English. Because these indeed have been traditionally marginalized in the coaching world.

I don't like that at all. As a woman of color who lives in Asia, and whose family has been working in mental health in Asia forever. I see how white-centric and Eurocentric the coaching world is. And it's not serving any of us. It's actually not even serving white people.

I'm sorry, I don't know if you can hear craziness happening outside with my baby. But he is screaming and my nanny is not knowing what to do with him. Anyway, sorry.

That, all of that, is my way of investing in a world where every coach gets to use their gifts to benefit the world. And where we can decouple coaching success from the effects of financial inequity. That, my friend, is so important to me. And it just, aaaah, I love that I'm able to do this and that I'm able to offer this.

And let me tell you, I don't want to talk too much about this right now because it has literally been just a week since we started offering this. But I know what many of you are probably thinking, which is like, does this actually work? How do you know people won't take advantage?

Let me tell you, again, I'm cautious to speak because it has literally only been one week, but I will tell you that people are buying at the top tier when they don't have to. I will tell you that plenty of people are paying the middle tier, \$2,500, when they can get away with like...

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Nobody's going to come to their door if they lie and say, "Well, I could pay \$2,500, but I'd rather just spend less money. I'm going to pay \$1,000." I don't know that that never happened. But I also know that lots of people are opting to pay more voluntarily, when technically they don't "have" to.

And my team, this is an experiment for all of us too. We didn't know what was going to happen. I was optimistic because I have such a high level of belief in my people. My community is filled with so many awesome people that I was like, "You know what? I think this is going to work. It was a risk, but it wasn't like a crazy risk. I really was hopeful.

But that doesn't mean a part of me wasn't worried. And doesn't mean a part of me wasn't very relieved and pleasantly surprised that people indeed, behaved exactly as I hoped that they would, which is honorably. My team, we send each other texts every time someone pays either the higher tier or the middle tier. We're like, "Hey, another score for humanity." It's been happening a lot, and we are really, really, really heartened.

This can work. You want to create a better economy? We're doing it right now. The time is now. The future is now. It's been really, really cool. It's been really cool.

So, now let's talk about how to make this relevant for your business. Because only part of the reason I made this decision was for my business. The other part of it was really being mindful of how this might ripple out into how other business owners make decisions for their own businesses.

And it also really heartened me to know that so many people were inspired and interested to be able to do something similar for their businesses. But first, I have to get something out of my system. I have a rant.

It really galls me when people say shit like, "Well, if you cared about people, if you cared about equity and you know, blah, blah, blah. If you want to not be part of toxic capitalism, then your pricing model has to be

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like this or you have to have scholarships. Or, if you don't have payment plans then you're a terrible person.” And I just disagree.

You know, like I said earlier, I have an ADHD brain. That meant, that for many years when I was totally on my own, I didn't have an assistant, it was just me, it was really important for me to make my business model as simple as possible in order for me to be able to keep doing my work. Otherwise, I would have just given up.

I didn't do payment plans for some parts of my business because it created more work, more of an administrative workload for me, that I could not manage. While also showing up with the best of the creative work that I have to offer. Right? This shit is not one-size-fits-all.

The reason I'm taking the time to say this is there's so much, honestly, toxic garbage out there, like shaming garbage out there, that says, “Unless you're doing this... This is the only way to build equity in your business. Unless you're doing this, then you're a bad person. And you're...” That's just a no.

The reason that this galls me, I don't merely disagree, it makes me angry, is that it drums up a fear, an anxiety, that is one, totally unnecessary. And two, actually harming in an online business world where so many people have enough of a struggle to try to be consistently profitable. It's hard to figure out marketing. It's hard to try to figure out how to sell up, put yourself out there, all that shit is a lot.

So, on top of all of that, and you try to sell in a way that doesn't feel gross and pay the bills and put food on the table, and now you're a bad person? And on the same side of the evil capitalists like Jeff Bezos, because you're not doing this specific scholarship option that some social justice person said is the only ethical way to run a business. Like, fuck off with that. Seriously.

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Guys, listen, there is no way, no way, I could have done something like introduce a tiered pricing system if I didn't already have a very healthy, profitable, multimillion dollar business.

Let's say I tried this thing, and it ended up being a total flop. If that happened, and my business just brought in like no money for a while, I have the kind of ongoing demand for my work. I have a very robust following that is very invested in my work. I am at a point of maturity and skillfulness in terms of my marketing and selling and my demand. So that I know that if I did something as an experiment and it tanked, I could bounce right back.

And I have enough in my reserves that, literally, if I made no money and something went horribly wrong for a few months, it is literally not a problem. My business is so high profit margin that we can afford to make decisions where we're not sure what the outcome is. But we're going to err on the side of generosity. If any part of it doesn't work out, or costs me more than I want to, it's okay, I can learn from it. I can comfortably learn from it, and just move on.

Make no mistake, these things matter profoundly. You need leverage in order to be able to give. If you've got no leverage, you've got nothing to give. You need leverage in order to be able to experiment, to be able to err on the side of generosity.

I really want you to give yourself permission to create safety and abundance for yourself first, so that you can create that leverage with which to help. And to make different decisions, and to play and experiment and see what works. If you don't have that and you make a big move because you want to be generous, and you put all your business on the line and you potentially jeopardize your ability to feed your kids and pay rent, that's stupid. Don't do that. We are not going to do that.

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I think there's two strains of thinking that I think are really toxic amongst a lot of people who say they're invested in social justice and equity. And one is a kind of dogmatism. "This is the one right way and if you're not doing it, you're wrong."

That kind of thinking leaves no room for the truth that this world is actually a super complex place. Every person's situation is totally different. And there are so many factors that go into whether something is the right decision for someone at a particular point in time.

I think the only people that this kind of black-and-white thinking serves is those people who try to gain power and influence by shaming other people and peddling lazy thinking. I am so against it.

And the second strain of thinking that I think is toxic, is this idea that you have to set yourself on fire to keep other people warm. No. Just no. That just goes against everything I believe in as a life coach. You want to world where everyone is well-resourced? You've got to start with yourself. You have an obligation to your Creator, to the Universe, to God, whatever you want to call it, to make full use of the gifts that you have.

The passion you have, the resilience, the resourcefulness, the work ethic you have, to create something that feels fucking amazing to you. To create a life that isn't just, oh, I can pay the bills, but like a life that feels delicious and amazing to you. That is a tremendous act of generosity towards the universe when you create that for yourself.

And none of this is contrary to, or none of it is competing with, your ability to serve others, right? They go hand in hand. So, all of that said, I just, it's so important for me to say this because so many people get shamed out of creating businesses that actually pay them well. Like, "Don't do that," right?

That said, the good news is that you can prioritize paying yourself first, you can build abundance, but at every point there is something you can do. You

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don't have to wait until your business is making a million dollars. In fact, please don't.

There are ways you can put yourself first and also serve at every level. Also be able to give back and build more inclusivity, accessibility, at every level. So, I want to share with you some of those ideas.

Number one, you can do this at every level, create high quality, free or low-cost resources that you can direct people to when they want help, but they can't afford you. And by the way, this is just good marketing anyway. This is how I define marketing. You know, just being able to help people. Create effective ways to help people who haven't paid me yet.

And 1,000s of people have benefited, tens of thousands of people, have benefited from my extensive body of work of free teachings; that are available for free or at a very low price. Once again, this podcast. This podcast is not fucking fluff and sales pitches. Every episode, I intend it to be like a masterclass. Right? This is an insane resource.

My book, which also, so many people use that one book alone, *The Fearless Marketing Bible for Life Coaches*, use that one book alone to completely change their marketing mindset. They treated it like a coach in a book, coach in their pocket. And it's on Amazon for I don't know, it's like \$12, right?

My master classes, I have offered them for free. I have offered them for \$7. I've offered them for \$25. Each masterclass, my intention, my goal, was for people to take it and tell me, "This was worth hundreds of dollars. This was worth 1,000s of dollars." That's how much value I built into it. That it was, and still is, my way of creating more accessibility in my business.

You know, I love the idea that whether you pay me \$0 or 1,000s of dollars, you have so much to work with that it's enough for you to completely

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change your business and life around. And that is indeed the feedback I get.

Every launch I do is like an educational campaign. You know, if you were following my last launch of the Best Fucking Coaching Course with Melissa Tiers, we taught a series of three 90-minute master classes that weren't like bullshit, fluff filled, master classes that are actually one long, useless fucking sales pitch.

They were actual classes that we taught as if we were charging real money for it. And so many people were like, "We literally cannot believe you're just giving this away. We don't understand. That makes no sense. Why would you do this? This is clearly worth so much money." And there's no fluff, there's no sales pitch, it's just pure, Grade-A value, right?

That is my marketing. I think that should be everybody's marketing. Giving away really, really high quality, effective shit for free. Or, for a very low cost for all the people in the world who would love to work with you in a deeper capacity, but don't have the financial resources for it yet.

That you can do at every point. If you're just starting out. If you have one client. If you have two clients. If you have 10 clients. If you have a million-dollar business like I do. This is something that you can do at every business level.

So, the prompt is this, what can I create that's going to be effective at giving people amazing results that they can access for free, or at a very low cost? That's number one. That's my favorite.

Number two, you can offer discounts or sliding scales or scholarships to clients on a case-by-case basis, where it's not going to jeopardize your finances. And if it's a kind of client-coach fit that feels aligned and joyful and amazing to you.

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I'm talking about when you meet someone and you're like, "Oh man, that person is so awesome. I really want to help them. It's such a joy to work with them that I would work with them for free. It would be a joy for me to offer them my coaching for free." In that case, do it. Right?

And I'm talking about when, let's say you have a lot of time, you're just starting out, and you would be happier spending a few more hours of your life per week, helping people practicing your craft, getting some testimonials. And adding those clients, pro-bono clients, very low-cost clients, sliding scale, that's not going to either jeopardize your ability to pay the bills, or it's not going to eat up the bandwidth that you need in order to feel safe and well.

If you're in a position where you can give more and it's not a big deal, and it would make you happy to be able to help someone, then by all means, evaluate on a case-by-case basis, when it's not at a cost to you, and give your services away.

And this whole, "People don't value whatever unless they pay for it, or unless they pay a lot for it," is, let me just be clear and say it right here, it is 100% pure, fucking bullshit, toxic capitalist, fucking nonsense. Nonsense. People value tremendously, even if something is given for free. And people pay shit tons of money, and then still don't value what they pay for.

Think about every person ever who bought a gym membership, starting with myself, right? So, if you can be energetically clean about it, meaning that you're not going to be resentful. And it feels clean, and you are genuinely doing it from a spirit of, "This would be fun for me. This would feel so good to me." Then absolutely, you can build in room for sliding scale clients, pro-bono clients.

Now, a lot of people aren't on that boat. And a lot of people are in boats where, "No, every client I see, it has to bring my income. I am actively in

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the process of filling my practice so that..." People just have different business growth goals and needs.

So, if you're in that boat and you have limited time, and every new client you add will eat into your precious bandwidth, here's what you need to do. You need to literally do the math of your living expenses, and how much money you need to be able to live well. Not just survive, but like, you know... I don't want you to just have enough to eat and scrape by. I want you to have enough where you feel well, right?

What does that mean for you? You know, not all of us have to be on fucking yachts and fly private. That's not what I mean by well. You know what I mean by well, right? It's like, "I have all my necessities taken care of. But I can also go out for dinner once in a while. That makes me happy. I can do this thing with my kids."

What is a life where you feel like, "Ah, I feel well in this life," right? Get that number, do the math. Figure out how many clients, paying full price, would allow you to pay the bills and have that good life, however you define that. Everyone's definition will be different.

And then, work toward getting there. That tells you, "Okay, I need this many clients paying this price, in order for me to make this much money that I want, in order for me to live well." Now, that's your business goal. To fill your practice with that many clients paying that full price. Your job is to get there, first.

Once you get there, let's say I'm totally making this up, but let's say that's 12 clients, each of who pays, I don't know, \$1,500; I totally made that up. So, once you have 12 clients, each of whom is paying \$1,200, then you can say, "You know what? On top of this, I think I can make time for two more pro-bono clients or sliding scale clients." And then you can work that in.

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Please know the number that you need to hit first, before you can give from whatever that needs to go to you being able to pay your bills. And know exactly how many sliding scale or scholarships you can offer. And then, be true to that. Don't give more, even though you would love to. You can do that later.

I want to normalize putting your own financial solvency first. That is so important, you guys. Nobody, who can do this for a long time, can do this without putting their own wellness and solvency and safety first. You know, it's so easy for me to say, "I'm going to do this work for the rest of my life," and mean it and look forward to it because I'm so well provided for.

We need to create a culture of coaches and helpers and healers and counselors and tarot readers and astrologers. All of us in the sort of mental, spiritual, this kind of world. We need a culture where people like us, we are well provided for. Please don't feel bad about putting yourself first.

And so that it's not nebulous, that's why I say do the math, right? And then on top of that math, here's how I know I'm going to be taken care of. And on top of that, here's how many spaces I can open up to serve people where they don't need to do full price.

I just got a DM, I actually shared it on Instagram, from another coach who has been following me and she said she was really inspired by what I did. And she created a similar tiered pricing sort of pay-what-supports-you kind of model for her business. And her example was actually a really great one.

She told me a bit of the backstory, and she wasn't starting from scratch, she wasn't struggling to create demand. She had been doing her business for a number of number of years. And she had built up her business to a point where she had a steady stream of executive corporate clients who are easily able to pay her highest rates. That was not a problem for her.

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And once you get there, you can serve and build equity into your business in any number of creative ways. But do that. Right? And in the meanwhile, again, just because you're not building in room for sliding scale...

Oh, I forgot about payment plans. Right. So, payment plans, if that's something that you want to experiment with, 100%, I'm 100% behind it.. And when my business was starting to scale but I was still on my own, I didn't want to be overwhelmed by payment plan administration. So, I didn't do it. But when I was doing one-on-one coaching, absolutely.

I think payment plans are an incredible way to build accessibility into your business. I'm all for it. That's another way. And at all points, I want to say, don't forget the most important option for creating more accessibility, which also happens to be the best marketing strategy. Which is creating high quality, free or low-cost resources you can direct people to. If you do that really well, you will get business. That's just like a law of nature.

Okay, that was really long, and I feel like I just talked a lot, like my mouth is dry. But I feel really passionate about this. And I kind of debated, do I want to put off talking about this until a few months have gone by and I have more insight on what's working? I don't know. I just thought, "You know what? I want people to know what's in my mind at the moment."

It's okay for you to know that this is an experiment. Not that I have intentions of changing it. But sometimes you make decisions without knowing 100% how it's going to go. And so far, I am just overflowing with gratitude. I feel blessed to be able to be surrounded by so many people who are cheering this decision. And so many people who want to do similar things. And so many people who are making the honor system work. Who are making me feel glad that I trusted them. So, thank you. Thank you. Thank you. Thank you for all who support this. For all who are part of the same team as I, in terms of wanting to create a more value aligned culture of business.

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Okay, literally, my mouth is so dry right now. So, I'm going to go. I'll talk to you next week. I hope all of this has been useful and illuminating, and I hope it inspires you to action. I'll talk to you next week.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So, get on that link in the show notes, and I'll see you in your inbox next time.