

Creating A Thriving Reflexology Business
By Linda Chollar, The Reflexology Mentor

Is It Time To Change Your Fees And Receive Your Worth?

*As a business coach, I mentor wellness providers who are often stuck in what is called their “money set-point”, a monetary ceiling that is **subconsciously** set on earnings until one decides consciously to raise that set point. If you think a set amount is all you can earn, you’re right!*

*For many holistic-entrepreneurs, pricing their services at a rate they feel they deserve is their greatest challenge. Raising a **subconscious** set point requires **consciously** declaring what you want and what your services are worth. More than the law of attraction, this principle is a brain science and a tool for discovering self-imposed limitations to prosperity. Set points can be based on mindsets about annual salary, monthly earnings or hourly income.*

You aren’t often even aware that you have a set point because it’s a subconscious number of the amount of money you believe you deserve. Factors that undermine change include not feeling worthy, self-limiting beliefs about money or making money, lack of confidence, fear of losing clients or doubting that anyone will pay more for your service. This can result in continually discounting and offering free services, a practice indicative of a lower money set point.

Of course, part of charging your dream rates is a personal transformation into the kind of wellness provider you dream of being. Confidence comes when you strive to provide outstanding service, deliver results and solutions and continue to build your skill-set and capabilities, while manifesting the results -- a thriving business. Then the fee for your services is a non-issue. Focus on creating heart-centered relationships and offering skilled healing touch. Then acknowledge your value and step up to the plate to receive the rewards you deserve and the unlimited resources available for you to continue in service.

*So, do you have issues with fee setting or raising your fees? You may have a “**one-price-fits-all**” business model because you have chosen that for your practice. However if you’re open to change and growth, then creatively and realistically explore ideas for expanding your service. Include some extras, create a niche or a specialty allowing you to add new rates or raise your existing fees. One of the first steps to raising your money set point is **consciously deciding** to explore if you have a money set point (limiting money beliefs, blocks or obstacles) and what to do about it. Two free business tools that address the money set point and how to uplevel your service income is available from the Reflexology Mentor website: (a) a free tele-class, “Money Mindset Breakthrough” and (b) a free report emailed by request, “Ten Ways to Upgrade Your Reflexology Sessions & Fees”*

Not only does a one-price model limit your income but it can limit the number of people who will engage with you. Consumers like options and choices (such as different price points and packages for savings) and our clients are no different. Is it time to revisit your fees? Does your pricing represent what you feel you are truly worth? If you are new in business, how will you determine your rates? Based on what everyone is charging? Then you are adopting someone else’s belief in their worth and their personal set point for income flow. Consciously setting an amount for service is a very personal decision. Knowing that there may be a psychological obstacle standing in the way and how to overcome it can change everything.

Not only do you deserve to charge what you are worth, but clients need to be called forward to invest in themselves, even though it may sometimes feel like a stretch. The more that people invest in a service or program, the more likely

they are to take it seriously, do their part, and actually report satisfaction. Once you believe that what you offer is valuable and needed by that client, the more they believe in you and want what you have. The client motivator then is not , "how much" but "when can I come see you again".

In another article, I share 4 TIPS to **raise your set point** and open to the flow of financial energy into your business and your life: Value Your **Results**; Create More **Options**; Share Client **Testimonials**; Highlight Your **Expertise**.

In the meantime, here's 4 easy affirmations to acknowledge your personal worth:

My gifts of service have life changing **value**

My ideal clients are ready to invest in their health and **willing to pay for my services**

I am ready to **receive all that I deserve** in exchange for my service to humanity and healing in the world.

I am **grateful**.

About the author:

Linda Chollar is a certified business coach who provides personalized mentoring exclusively for reflexologists to help them start, grow and prosper in their wellness business. Mentoring includes 1-on-1 phone sessions with Linda, CE classes online, via tele-class and video, a monthly ezine, live trainings and articles. An accredited reflexology educator, Linda has taught for 20 years and is an approved ARCB CE provider. Register for the free tele-class, "Money Mindset Breakthrough" and request the Free Report, "Ten Ways to Upgrade" at [http:// www.ReflexologyMentor.com](http://www.ReflexologyMentor.com)