



**THERAPY &
COACHING SUCCESS**

A fair fee and the Money Equation

With

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The value of what you do:

Exercise 1

How much have you spent on training?

- | | |
|----------------------------------|------------------|
| 1. Skill-set/qualification _____ | Investment _____ |
| 2. Skill-set/qualification _____ | Investment _____ |
| 3. Skill-set/qualification _____ | Investment _____ |
| 4. Skill-set/qualification _____ | Investment _____ |
| 5. Skill-set/qualification _____ | Investment _____ |
| 6. Skill-set/qualification _____ | Investment _____ |

What else do people buy that is as expensive as a course of therapy or coaching.

1. _____
2. _____
3. _____

What value could be delivered if the client creates positive change with your help?

1. _____
2. _____
3. _____

Exercise 2

How many clients a week do you have the energy to keep seeing?

One to one
clients 1-1 each week: _____ Fee per 1-1 client: _____

Clients in groups
No. of groups run in a year: _____ No. of people in each group: _____

Fee per group participant: _____

Multiply the number of 1-1 clients by the no. of weeks you work a year = _____

Multiply the number of groups by the no. of people in each group and multiply by the fee per head.
= _____

Exercise 3

Reality check.

Add those figures together. Total income for 1-1 and from groups in a year = _____

Is that enough to live on? Have you allowed for business expenses? I estimate 20-25% is a safe margin, but it can be done by many for about 15%

If the total, after expenses, is not enough to live on you need to change your fee or numbers of clients to allow yourself to stay being a therapist or coach.

This is your minimum to simply continue to help. Any fee below that level is saying you're going to get a different job just to pay the rent, educate your kids, and live life.

FREE FEE CALCULATOR TOOL can be found at:
<http://therapyandcoachingsuccess.com/fee-calculator>

Exercise 4

How to handle objections to fees.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Just some context from my own life: If I hadn't paid for therapy I'd never have been able to earn a living, help people, have my daughter and make the difference I'm getting to make in life.

If that therapist charged me a mortgage every month for the rest of my life it would have been well worth it, and still the best money I'd ever spend.

However, I regularly pay more to other professionals for less value, than what she charged me.

Failing to value our work helps no-one.

Fill in the details above during the Webinar, and use it to make it easier to put yourself out there to help more clients.

Once we're confident on the money side then it becomes a tool that makes it easier for us to put our message out with confidence and to focus on the help, because we no longer have to worry about the money side. It's another way success becomes easier!

Thanks for working this through.

Hope it helps you get clearer on what will let you help more people, with all the benefits that brings.

Have a great week & please keep sharing your help,
John

John Prendergast
Award winning Psycho-trauma Therapist and Success Coach
Founder of Therapy and Coaching Success.

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