

Class Notes

How to Charge Premium Rates Without Guilt
with Amanda Buduris



✓ Rethinking the 50-Minute Hour

Amanda's shift away from traditional therapy sessions allowed her to better serve clients while protecting her own energy. Longer intensives gave her the time and space to do deeper work, and helped her build a more sustainable practice.

✓ Start Before You Feel Ready

Amanda booked her first client through a Reddit post, before she even left her full-time job. Her story is a reminder that taking imperfect action—while continuing to learn—can be more effective than waiting until everything feels in place.

✓ Pricing Is Both Strategy and Mindset

Charging \$350 to \$500 per session didn't come easily at first. Amanda emphasizes that pricing entails unpacking limiting beliefs, scarcity thinking, and trusting that premium services provide real value.

✓ Saying No to Insurance and EAPs

By stepping away from insurance and EAP platforms early in her practice, Amanda created space to focus on her ideal clients. That decision helped her streamline her systems, clarify her marketing, and reduce emotional labor.

✓ Coaching as a Natural Extension

As other therapists began asking how she grew her business so quickly, Amanda turned her experiences into a coaching offer. This not only created an additional income stream, but also brought new energy and meaning into her work.