

Class Notes

Raising Your Fees Without Losing Clients
with Tiffany McLain



✓ Money Beliefs Start Early

Tiffany explains how childhood roles and family dynamics shape therapists' unconscious money beliefs. Identifying these early messages is the first step toward building a practice that aligns with your financial and clinical goals.

✓ Sliding Scale Isn't Always Ethical

Many therapists assume sliding scale models help clients, but Tiffany argues they often stem from guilt, not strategy. Without clear boundaries, they can lead to resentment, burnout, and harm to the therapeutic relationship.

✓ Community Changes Everything

One of the most valuable tools in Tiffany's framework is peer support. Being surrounded by like-minded therapists who charge premium fees can shift envy into empowerment and help normalize conversations around money.

✓ Implementation Is What Matters

Knowledge isn't enough. Tiffany emphasizes the importance of real-time practice – having fee conversations, leaving insurance panels, and making changes with active support – rather than staying stuck in preparation mode.

✓ Fee Setting Is Clinical Work

Talking about money in the therapy room is often avoided, but Tiffany reframes it as deeply connected to the clinical process. Setting and holding your fee can reveal important dynamics and deepen the work.