

FREE RESOURCE

The Pricing Confidence Guide

5 shifts that change everything
for wellness professionals.

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You are not charging too much. You are charging too little.

If you are a wellness professional reading this, there is a very high chance you are undercharging. Not because you do not know your work is valuable, but because the moment you have to say a number out loud, something in your body tightens.

Maybe it is the throat. Maybe it is the stomach. Maybe it is the voice in your head that says 'who am I to charge that?' before anyone has even pushed back.

This guide is not about mindset hacks or motivational quotes about knowing your worth. It is about 5 specific, practical shifts that will change how you price, how you talk about pricing, and how your body feels when you do it.

Each shift is something I have seen transform the businesses (and nervous systems) of the wellness professionals I work with. They are not complicated. But they require honesty.

How to use this guide

1. Read each shift and be honest about where you are right now.
2. Pick the one shift that would make the biggest difference this month.
3. Take one action on it this week. Not five. One.
4. Come back to the others when you are ready.

01

SHIFT 01

Price the transformation, not the hour.

The Problem

Most wellness professionals price by the session. One hour, one price. The problem is that your clients are not buying an hour of your time. They are buying the outcome of working with you. When you price by the hour, you cap your income at the number of hours you can physically deliver. And you train your clients to think of your work as time, not transformation.

The Shift

Instead of asking 'what should I charge per session?', ask 'what is the result my client walks away with, and what is that worth to them?' A yoga therapist who helps someone sleep through the night for the first time in years is not selling a yoga session. A coach who helps a practitioner double their revenue is not selling an hour of their time.

Your Action

Write down the top 3 outcomes your clients experience from working with you. Not modalities. Not what you do. What changes for them. Now look at your pricing. Does it reflect the value of those outcomes, or the time you spent delivering them?

Build a premium offer.

The Problem

Most wellness businesses have one tier: the session. Maybe a package of sessions. But nothing above that. No high-touch program. No extended engagement. No offer that reflects the depth of your expertise and charges accordingly. The result is a flat revenue ceiling that only goes up if you work more hours.

The Shift

Create one offer that sits above everything else. A 3-month program. A VIP day. A mentorship package. Something that bundles your best work into a contained experience with a clear outcome and a price that reflects it. This does not replace your other offers. It sits on top of them.

Your Action

Design one premium offer on paper. What is included? What is the outcome? What is the time commitment? Price it at 3-5x your current highest offer. You do not have to launch it tomorrow. But having it designed changes how you see your own value.

Stop discounting before anyone asks.

The Problem

Here is a pattern I see constantly: a wellness professional quotes a price, the client pauses for half a second, and the practitioner immediately offers a discount. Nobody asked for one. The pause was just a pause. But the practitioner's nervous system read it as rejection and rushed to make the discomfort stop.

The Shift

Learn to hold the pause. When you say your price, stop talking. Let the number land. Most of the time, the client is just processing. They are not rejecting you. They are deciding. And if they are deciding, your job is to let them decide, not to make it easier by shrinking your price.

Your Action

The next time you quote a price, count to five in your head after you say the number. Do not fill the silence. Do not offer a discount. Do not explain why it costs what it costs. Just hold. Notice what happens in your body. That is your pricing nervous system, and it is trainable.

Create recurring revenue.

The Problem

If every month starts at zero, you are not running a business. You are running a hustle. Most wellness professionals rely entirely on new bookings, new clients, new sessions. There is no predictability, no stability, and no ability to plan. It keeps you in survival mode, which is ironic for someone in the wellness industry.

The Shift

Build at least one recurring revenue stream. A membership. A monthly group. A retainer. A subscription. Something that means on the first of every month, you already have money coming in before you have delivered a single session. Recurring revenue is not just about money. It is about nervous-system safety. When you know the baseline is covered, your whole body relaxes. Your decisions get better. Your creativity comes back.

Your Action

Look at your current offers. Which one could become recurring? Could your 1:1 clients move to a monthly retainer? Could your class attendees join a membership? Could you create a small group that meets monthly? Pick one and sketch out what it would look like.

Regulate your nervous system around money.

The Problem

This is the shift underneath all the other shifts. You can know your prices are fair. You can have a premium offer. You can understand recurring revenue. But if your nervous system goes into overdrive every time money comes up, none of it sticks. The discount still happens. The price still drops. The conversation still gets avoided.

The Shift

Money conversations are a somatic experience, not just a cognitive one. Your body has a relationship with money that was formed long before you started your business. Until you work with that, no pricing strategy will hold. This is why I combine business strategy with nervous-system work. Because a price your body cannot hold is just a number on a page.

Your Action

Notice where money stress lives in your body. Is it your chest? Your throat? Your stomach? The next time you feel it, put your hand there and take three slow breaths. You are not trying to fix it. You are teaching your body that it is safe to have this conversation. That is the beginning of regulation.

WHAT NOW

You have the shifts. Now pick one and move.

Do not try to do all five at once. Pick the shift that made your stomach flip. That is the one your business needs and your nervous system is ready to work on.

If you want help building this into your business with someone who understands both the strategy and the somatic side, here is where to go next:

The Thriving Wellness Business Owner

A 12-week live-online program where we build your pricing, packaging, systems, and nervous-system capacity together.

wendycooperwellness.com/thriving-wellness-business-owner

Soul & Strategy Private Mentorship

Bespoke 1:1 support for the practitioner who wants individualized help with pricing and business growth.

wendycooperwellness.com/soul-strategy

Or just reply to the email that brought you here and tell me where you are stuck. I read every one.

In Strength and Spirit,

Wendy Cooper

Movement is the medium. Feeling resourced is the outcome.