**Empowered Pricing Paradigm**

**SOUL**

* When I charge what I am worth, …

**BELIEFS**

* What would I have to believe to charge what I am worth?

**VALUES**

* What do I value about my fees?

**FREEDOM**

* By valuing these things I am free to …

**ACTIONS**

* The actions I will take when pricing my programs, products or services are …

**BOUNDARIES**

* Who or what do I let go of?

**ENVIRONMENT**

* My environment reflects my fees by …

**MARKETING**

* The steps I take with my marketing materials to validate my fees are …