A 2-MINUTE SELF-CHECK

5 signs you're not charging what you're worth

It's not about greed, and it's not about courage. It's a handful of small, almost invisible patterns that repeat in every conversation about money — until they become the way you do business. Recognize them below.

1

You anchor your price to the market, not to the value you create

You look at what competitors charge before you look at what you actually solve for the client. The price becomes an average, not a reflection of the outcome you deliver.

2

You negotiate against yourself before anyone asks you to

You lower the price in your head, "just to be safe," long before the client has objected to anything. The concession comes from anticipating a refusal that, often, was never going to happen.

3

You over-explain and under-persuade

Your offer turns into a technical walkthrough — every detail, every option — instead of one clear, short reason why they should choose exactly you.

4

You feel the need to justify yourself every time money comes up

The price becomes something you defend, not something you simply state. Every conversation about fees costs you emotional energy, not just clarity.

5

"Let me think about it" is your most common answer

You treat it as an acceptable outcome, not a warning sign. The opportunity stays open just long enough to quietly disappear, without ever a clear moment where you lost it.

Recognizing a pattern doesn't change it automatically — but it's the first step without which nothing else works.

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