



RAISING *Your* RATES

with Laura Wieck
Founder of the BodyMind Method®

a love note from Laura...

Hello, amazing one!

I'm Laura Wieck, the founder of The BodyMind Method® and I am so glad you're here! This means you are ready to work smarter, not harder, and raise those rates!

I've been fortunate enough to work with thousands of massage therapists and holistic practitioners. And this I know for sure: You're the most caring, generous, heart-centered, people in the world.

And, if you're like me, despite all of your hard work you still feel like it's feast or famine. You're scared that if you raise your rates your clients will leave.

I get it, and I sure hope this training helps you think differently about this entire process. Raising your rates is an act of love for both you and the client.

And...don't stop here. Continue to lean in and learn how you can work smarter not harder in every aspect of your business. We've got even more support coming your way!

Enjoy the training and email template below and we will see you soon.

Love,

Laura

Cheat Sheet

After watching the training you now understand how much raising your rates on a regular basis serves your clients. And just in case you forget, here are the reasons why you and your clients benefit.

REMEMBER

Raising your rates helps your clients:

- Prioritize and value their self care
- Get the best version of you! (priceless)
- Value your time and theirs
- Refer friends and family to you with confidence

I know you went into business to help people- probably setting up your rates to be affordable for the clients you serve. And, you're running a business and you have expenses, a family, a home, and a life to provide for. It's okay to charge for all that you do, in fact, it's more than okay- it's celebrated!

Raising your rates is self care for your business.

Just like the self care you teach your clients about, being consistent and making it a priority are key. Set a date on your calendar (at least once a year) that your rates go up. And remember, your clients support your success. You raising your rates is how you demonstrate what it means to practice self care.

DO:

Own your awesomeness, be clear, and thank your clients for their continued business.

Don't: Apologize or justify.

DO:

Raise your rates (at least annually) and make it part of your business practices.

Don't: Put off raising your rates to the point where you feel guilty.

DO:

Set your rates to appeal to the ideal clients you want to bring in.

Don't: Set your rates to appeal to the people you are scared to lose

Email Template

Use this template to share the good news with your clients!

Dear [Client Name],

I want to thank you for being an amazing client all of these years. I am reaching out today to share an important announcement.

As you know, the reason why I do what I do is because I love helping [Ideal client] go from [pain/challenge] to [results/outcomes].

Effective [date], rates for [services] will be updated to the following:

[Briefly list rates here]

As a valued client, you can book your sessions through [Date] and purchase up to [#] gift certificates at the current rate.

Thank you for your continued business.

Most Sincerely,

[Your Name]

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