

What Makes it so Hard to Ask for Money, and How to Get Over It

You have stayed up until all hours of the night creating a great product that you are excited about. In your little office where everything is safe and cozy, you have no doubts.

Then stage two comes in like a thud. You think maybe you are wrong, that it's not that good at all. People will realize you are a fraud. You begin to obsess about all the shortcomings of your product.

But you take a few deep breaths and carry on. You package your product, price it and market it. The first person who comes along and has a look, hems and haws about the price. You immediately want to drop the price or give it away. You feel embarrassed and not sure if you even want them to have it for free because you are certain they will realize it isn't very good. Why would you do this?

You doubt your own expertise. If you feel that way, then guess what? Everyone else will see you that way as well. Your customers want your help and they want to see you as an authority, a specialist.

I have asked my clients what it would take for them to see themselves as the experts in their fields. There are not enough classes, trainings, or degrees to transform your own poor self-concept. It has to come from within your own spirit, your own heart. When you operate from a place of deficit, it is a challenge to feel you deserve prosperity.

Own your expertise and then it will be easy to know you are trading that for money. Knowing that people will get their money's worth will

make it easy to ask for that money. Here are a few points to remember to make it easy to ask for money in exchange for your product or service.

- You are an expert and a specialist and people will see you that way when you present yourself in that light.
- You give your customers value for their dollar. They want and need what you are selling and it will benefit them greatly.
- When you give it away or lower the price, you demean yourself and doubt enters into the transaction.
- When you clearly ask for the correct charges you are modeling prosperity.
- As an expert, you will build a future with your customers and they will come back for more and refer their friends.

Whether you are designing a website, photographing a wedding or teaching a workshop, get clear about the price. Check in with your heart and soul and you will know what the price needs to be. Stick to it. Prosperity will come your way.

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