To Discount or Not to Discount

It is the age-old struggle of the practitioner. For most of us we get into practice because we want to help people and the money thing is secondary.

So when it comes time for payment or people ask about our fees it seems natural to discount. But at what cost? The less we make in practice the more we have to work and the less time we have for the other aspects of our lives. I’m not suggesting we are defined by our income and nor should we be. However being able to make a living is part of being in practice. If you aren’t doing that it eventually will limit the amount of people you can help.

I have a no discount policy because I have had to learn to be firm on my prices and value myself and what I offer my clients. However I actually do make exceptions as you may have heard in the podcast. I know I am a contradiction. My approach to this is I only provide discounts for people I absolutely know are struggling to afford the treatment like pensioners etc. I also provide discounts for people who really need more than one treatment per week as I feel they are already making a significant contribution and I do want to help. I also am happy to provide additional consultations at no cost for people needing 3 or more treatments in a week once I reach a certain number of paying clients in a week. I never discount outside these rules. I also make a rule that any treatments I give for no charge require an input from the client by way of a charitable donation or time for someone who needs it as long as they are able.

So for me I am finding the balance between being able to help people who really can’t afford it and being able to make my own way in the world financially.

For more information on the different hurdles we face in practice and how to overcome them check out our website:
www.ethicalpractice.net

We provide a whole bunch of free resources, have online and live events and soon will have e-books and online courses to help you achieve the success you want whilst being able to maintain your values. No hype just real tips.

Kind regards

Jeff Shearer