

And what is your fee?

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How much do you charge? What is your fee?

How many times have you asked that question? How many times have you been asked that question?

As a person that is self employed or running your own business, how do you feel when asked that question? What goes through your mind and how do you respond?

It is true that one must be reasonable - both the person who charges and the person who is paying for the services. You need to consider your training, time, money and the energy you've invested in your pursued occupation. How good are you at what you are doing? Is it your passion? How much do you value what you are doing?

A spouse sent her husband (a shop owner) over to me for a hypnotherapy session. She wanted to discover why it was that they never had enough money. Although work was abundant, he had lots of clients and good employees, his business didn't generate enough money to even support his own family. During the hypnotherapy session, he revealed that many customers would drop in at his shop unannounced with a small job that would only take him five minutes to fix. He explained he did not feel justified to charge for something so simple. By making him aware of the total time taken each day by 'small-job-drop-ins', he realized his productivity was down 50% ... and so was his income.

I asked him to consider the number of years he spent in trade school and then to add in the number of years he was an apprentice and a journeyman. The total, I recall, was 17 years. When I asked him how well and how fast he thought that 'a small job' would be done by an unskilled tradesman, my client was speechless. Deepening his trance, I then suggested that, in reality, the 'five minute jobs' were actually the results of 17 years of experience + five minutes of expertise, and charging an appropriate and reasonable fee for services rendered was justified. This shift in the worth of his expertise changed his life.

I experienced this for myself recently. I called a service man to repair my overhead garage door which would not open properly and made worrisome noises as I struggled to have it close. The repair man pushed the open/close button a few times, went to his van and came back with a step ladder, a hammer and a screwdriver. He went up the stepladder, unscrewed something, gave one rail a good blow with the hammer, screwed the thing back on, got down the stepladder and it was done! It took him about 15 minutes total and then he handed me the bill. The charge was for one hour.

As I was happily writing him a cheque for the amount requested, the service man (genuinely puzzled by my behavior) mentioned that I looked happy. Of course I was, I said! He had been working for the company during the summer vacations for four years, went to NAIT for apprenticeship in that field for two years (if my memory serves me well) and was working full time as a tradesman for three years now. I explained that, had he not known what he was doing, the repair could have cost me much more than the one hour he charged. In my view, I was paying that amount for $4 + 2 + 3 = 9$ years and 15 minutes. I truly believe I had received great value for the money I paid.

Our hidden ideas about self worth and the worth of certain skills lead me to explore and then incorporate some important questions/training with my hypnotherapy students. During their training as

hypnotherapists I lead my students into a hypnotized regression where I say: “Allow your mind to slide back to something that impressed your mind on how a healer should be paid ...” Their answers inevitably reveal how well they are going to do for themselves as Hypnotherapists – not based on how good they are at it but solely based on the type of past beliefs they have! However, I then follow this up with a journey back within to address their beliefs in a way that will be more beneficial to them.

It is also very important to investigate what you think about your field of occupation. What is your belief about what a person should be paid in your field of occupation? Deep down inside, do you respect that field of occupation? How do you expect to do well and to be successful? How do you expect to be paid? The answers to these questions will ultimately always reveal why someone is not making a good living in the field of their choice.

Other valid questions to ask yourself are: “What are my beliefs regarding money and where do these beliefs come from”? If your belief is “money is the root of all evil” then you are never going to have an abundance of money (if you consider yourself to be a ‘good’ person)! Exploring (and dispelling) your beliefs about just this one area can change your life!

Also, do you need something that will do or do you want something that will last - that has both quality and quantity?

There was a ‘special buy’ sale on six volt batteries. We needed one, so we bought two at that price. As usual, my husband wrote the date put into service on top of the ‘radar light’ battery. It went dead very quickly compared to the ones we usually buy. How come? The dismantled six volt ‘radar light’ batteries revealed 16 batteries in the regular one compared to only 12 batteries in the ‘special buy’ one.

This reminds me of a regular hypnotherapy client that came to me over a period of a few years, driving about 3 hours one way for her hypnotherapy session. Then, for a stretch of time, I did not see her. When she came back to me she said: “Anny, a new hypnotherapist came to my town and I didn’t have to drive that far to see her. She also cost less. So I changed over to her. But after a year of therapy, I have not seen any progress with myself or my issues. I should have stayed with you: You may cost more but you equally benefit me more”.

So when you ask ‘how much?’ is your focus on cost or is your focus on value?

The choice is yours. So is the outcome.

Anny is a Clinical Hypnotherapist in private practice since 1984. For information on the services and training she offers in this fascinating field, visit www.success-and-more.com

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