



The Confident Pricing Formula

for service-based businesses

Stop second-guessing your prices and start charging with confidence!

This formula will help you understand the true value of your services, align your pricing with the transformation you deliver, and attract clients who are excited to pay for your expertise. No more guessing, no more undercharging—just pricing that feels good and works for your business.

Contents

P3- Why you SHOULDN'T charge your worth

P4- Step 1 - Define the Transformation

P5- Quick Tip - Sell the feelings & emotions

P6- Step 2 - Business Expenses

P7- Step 3 - Personal Expenses

P8- Step 4: Work out the value to your clients

P10- Quick Tip - Handling objections

P11- Step 5 Research the Market

P12- Get used to saying your price

P13- What to do if you're still unsure and apprehensive

Why you shouldn't charge your worth

**You do not have a monetary value.
You are a human being.**

You can't "Charge what you're worth" if you are invaluable.

Ask your children, your husband, wife or best friend how much money they would want to get rid of you. They'd say there is no price they can put on Mom/my wife/ my bestie.

While I can appreciate the sentiment behind "Charge your worth" I don't support the wording. I get that that might sound like semantics and pedantry. but there's a valid reason for it.

When you tie your self-worth to your business, you make business personal (and not in a good way)

Business losses become personal losses, that failed launch becomes a personal failure and you're creating a breeding ground for anxiety and overthinking.

You start becoming scared of failure and loss, this means your brain enters procrastination mode, stopping you from taking strategic action to make you feel safe.

But this isn't how we move forward in business.

You need a legitimate pricing strategy, and by the end of this workbook, you'll have that!

Stop second-guessing your prices

Here's how to charge with confidence

“What if no one buys at that price?”

“I feel like a fraudulent imposter! I’m overcharging”

“No one will pay that! It’s too expensive”

If these thoughts are whirling around your head, you’re not alone. By the end of this pricing guide, you’ll be able to address these mindset blocks whenever they pop up and have a valid strategy for setting a price that is worth every penny.

Step 1: Define the Transformation

Exercise 1:

Write down the transformation your service provides

For example: After working with me...

My clients will experience _____

they will achieve _____

and they will solve _____

Stop second-guessing your prices

Here's how to charge with confidence



Quick tip!



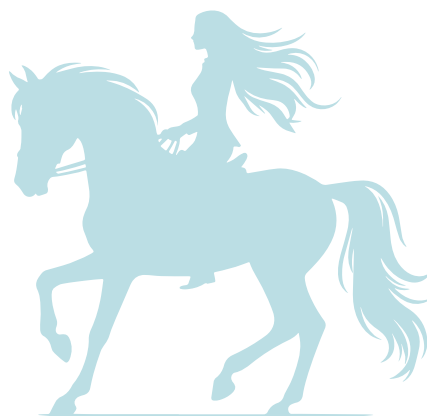
It's easier to sell emotions and outcomes rather than facts and services.

You're not just selling equine physio sessions...

You're helping an owner rehabilitate their best friend. You're helping them get back to riding the horse they thought would be on box rest forever.

You're easing arguments between your client and her husband about the money being spent on a horse he says is *"wasting away in a stable"*

This sells a lot better than "I help horses feel more supple and less stiff."



Stop second-guessing your prices

Here's how to charge with confidence

Step 2: Write down your business expenses.

Expense	Monthly total
Car expenses (insurance, fuel, servicing, tax etc)	
Insurances	
Professional subscriptions	
admin costs	
Training & certifications	
Admin costs (accounting/book keeping, stationary etc)	
Marketing costs	
TOTAL:	

You can use this as a guide or use my more comprehensive cashflow planner (found on my website)

Once you have established your monthly costs for your business, you divide this by the number of clients you typically see in a month.

For example if your total monthly expenses = £370 and you see 10 clients per month, the absolute minimum I can charge is £37 per client.

Now you add on your profit margin. .

Stop second-guessing your prices

Here's how to charge with confidence

Step 3: Write down your personal expenses.

Expense	Monthly total
rent/mortgage	
bills/utilities	
savings & investments	
groceries/lunch /meals	
entertainment and hobbies (TV packages, gym memberships etc)	
Pets & horses	
Childcare	
Cleaning	
Clothing	
contracts/debts /credit cards	
TOTAL:	

Again, you can use this, create your own or use my more detailed cashflow forecast tool.

This gives you an idea of how much money you need from your business each month.

You can use this to decide if you need to increase the amount of clients you have or increase your prices.

Stop second-guessing your prices

Here's how to charge with confidence

Step 4: Work out the value to your clients

Value, ultimately, does not exist. It is a made-up concept influenced by many factors.

We influence our consumer's perception of value with the information we make available to them.

Let's take my services for example. I am a business consultant, and arguably, I'm not a cheap one. I cost circa £300 per hour for 90 minutes of my time.

Now "£300 for 90 minutes of consultancy" doesn't sound all that valuable... does it?

But what about *this*?

Spending £300 to earn £4000? My clients on average achieve huge returns on their investment because of the marketing strategies I teach and implement for them.

What's the cost if my clients *don't* invest in me? Not investing in my services costs you a lot more than £300 in missed sales,, business opportunities and the mental anguish and overwhelm of staying stuck in business.

Suddenly, that £300 is a bargain.

Stop second-guessing your prices

Here's how to charge with confidence

Step 4: Work out the value to your clients

So how do you work out the value you give to your clients?

An equine physio or rehab isn't just "*another expense on top of a vet bill*" It's able to speed up a horse's recovery with supplementary treatment. (There's a reason humans are always prescribed physio after surgery and injury, right?)

What is being able to ride a horse you thought would be lame forever worth to a loving owner?

A saddle fitter doesn't just fit and sell saddles.

A saddle fitter prevents injury, back pain and improves a horse's way of going.

A saddle fitter can often solve behavioural problems in a 40-minute appointment with a simple tack change.

A saddle fitter can stop a quote-unquote "*naughty*" pony from bucking and throwing children

What is a child's safety worth to a loving parent?

A barefoot trimmer can slow down or halt navicular and help ponies recover from pedal bone rotation by rehabilitating the hoof

What is that worth to a loving owner who (like me) was advised to euthanise their pony?

Think outside the "box" of your job. What results do you deliver? What are they worth?

Stop second-guessing your prices

Here's how to charge with confidence

Step 6: Get used to saying your price.

A lot of people choke up when people ask their price. So get used to saying your new price.

Don't frame price increases as negatives.

Too many people say things like

"I've had to put my prices up...It's £80 now... is that ok?"

or "I'm sorry, I've had to increase my prices, I hope you'll still support my small business"

If you want your clients to confidently invest in your services, this is not the way to do it.

You're basically saying you don't have confidence in your price, so why would anyone else?



Quick tip!



Create a price statement. This is something you can learn as a bit of a script and say this whenever someone asks "How much is it"

It could be something like

"The investment for my service is £[price]

This reflects not just the time I spend working with you and your horse but also [insert results] and [insert feelings they'll have].

EG: My riding lessons are £55 per hour, this reflects not only the hour I spend teaching you and paying my insurance, but the skills and dressage scores you'll get and how confident you'll feel in the ring, without anxiety and nerves taking over.

Create your own, don't just copy this, it'll sound too robotic!

If you still feel apprehensive about increasing your prices, that's ok.
You're certainly not on your own.

Hi...I'm Rhannon-Auber and I'm here to help equine professionals like you turn their expertise into thriving, sustainable businesses. As a guest lecturer at leading equine colleges and someone working toward a Master's degree in Neuromarketing, I combine cutting-edge consumer behaviour insights with real-world business strategy. Having successfully launched and scaled multiple businesses of my own, I understand the unique challenges of running a service-based business—*especially* in the equestrian world.



I've worked with numerous professionals like equine physios & bodyworkers, saddle fitters, trainers, coaches, app developers and everything in-between to help them:

- Create aligned pricing strategies that reflect their value.
- Build messaging that attracts clients who respect their time and expertise.
- Market their services with confidence and clarity.

What I Believe

- **Your pricing should reflect the transformation you deliver, not the hours you put in.**
- **The right clients are out there—you just need messaging that speaks directly to them.**
- **Burnout isn't a badge of honour. A sustainable business is built on clarity, alignment, and strong systems.**

Why Work With Me?

With a background in neuromarketing and years of hands-on experience helping equestrian entrepreneurs grow their businesses, I'll help you:

- Attract clients who value your expertise and respect your boundaries.
- Charge with confidence and avoid the burnout that comes from overworking and undercharging.
- Build a business that feels aligned with your goals and gives you the freedom you deserve.
-

You've worked hard to master your craft—now let's turn that mastery into a thriving business.

Your expertise deserves to be valued. Let's make it happen together.



Equestrian Business Specialist

What's next?

Let's Build Your Dream Business.

You've taken the first step toward creating a thriving business—now it's time to take action.

Whether you're ready to refine your pricing, attract more aligned clients, or simplify your marketing...

I've got you covered.

The Power Hour (£350)

Need a focused, high-impact session to tackle a specific challenge? In this 90-minute 1-1 call, we'll dive deep into:

- Pricing strategies that reflect your value.
- Messaging tweaks to connect with your dream clients.
- Quick fixes to boost your visibility and bookings.

Strategy Day (£1,200)

Want a full day dedicated to transforming your business? We'll work together 1-1 to:

- Create a customised marketing and messaging plan.
- Build a pricing structure that aligns with your goals.
- Develop systems to streamline your services and avoid burnout.

Monthly Consultancy (£997–£5,000/month)

Ready for ongoing, high-touch support? My monthly consultancy packages are tailored to your business's unique needs and can include:

- Strategy sessions to align your goals with actionable plans.
- Marketing support and guidance to attract the right clients.
- Outsourcing options to free up your time and keep your business running smoothly

Your success starts here!

Your business has the potential to thrive without overwhelm or burnout. Whether you're looking for a quick win or a full business overhaul, I'm here to help.

Drop me an email to book!

rhiannon@equestrianbusinessspecialist.com

or...

Book your FREE consultation!

<https://equestrianbusinessspecialist.setmore.com/services/3a1ac9b5-1549-40dd-9c7f-19edf7d4c60a>