

PROFITABLE PRACTICE GUIDE E-BOOK



How to Make Money as a Practitioner

WRITTEN BY: TAMMY GUEST

ABOUT THE AUTHOR



TAMMY GUEST DOES THINGS DIFFERENTLY

As the founder of the Natupreneur Movement, podcast, and Hub, she recognised early in her career as a naturopath that the holistic health business world needed a shake-up.

After successfully helping over 7,000 clients through her Newcastle-based practice and creating sold-out health programs and retreats, Tammy observed many other practitioners struggling in the profession.

Rather than resting on her achievements, she embraced a mission to empower 7,000 practitioners to each help 7,000 people through their practices. This vision aims to create a natural health ripple effect that could potentially impact millions globally.

Tammy distils the 'gold nuggets' from her training, retreats, and mentorship of thousands of practitioners, providing clear, step-by-step processes for building a stronger business and mindset.

In her work, she shares her personal journey alongside tools and tips from some of the most successful modern practitioners who are challenging traditional business norms.

Tammy's approach is all about breaking down barriers and doing business differently to foster growth and success in the holistic health field.

VISIT WWW.TAMMYGUEST.COM TO LEARN MORE

TABLE OF CONTENTS

4

PRACTICALITIES OF MAKING & TRACKING MONEY

6

MONEY PLANNING

10

PART ONE: DO YOUR DUTY

16

PART TWO: FLIPPING THE SCRIPT ON MONEY STORIES

31

PART THREE: SET YOUR PRICING

47

PART FOUR: MAKE A PROFIT

57

CREATE A PLAN

IN THE FIRST YEAR OR SO OF MY NATUROPATH PRACTICE, I WAS TOSSING ANYTHING MONEY-RELATED INTO A SHOEBOX SITTING IN MY FILING CABINET. I JUST WANTED TO HELP PEOPLE WITHOUT WORRYING ABOUT THE PRACTICALITIES OF MONEY - AT LEAST UNTIL TAX TIME.

This is a common practice.

By tax time, I had so much money and tax-related paperwork to handle that it felt overwhelming.

I was scared I owed taxes and had no idea what income I was generating. I ignored the money coming in just as much as I ignored the money going out.

WHEN YOU ACKNOWLEDGE THE FEAR YOU HAVE AROUND MONEY, YOU WILL BEGIN TO TALK ABOUT IT. AND ONCE YOU START TALKING ABOUT IT, YOU WILL START TO MOVE THROUGH IT.



PRACTICALITIES OF MAKING & TRACKING MONEY AS A PRACTITIONER

How do you know what is *happening* with your business if you're not *tracking* your money? If you track the money coming into your business, you will naturally pay attention to the money going out as well.

Clients discuss their symptoms with you during consultations, and you want to understand their condition from the moment they first visit. By continuously asking the right questions throughout their treatment, you can monitor their health and see the progress they are making.

The same principle applies to managing your finances. Once you invest energy into tracking your money, your negative beliefs or mindset about finances can shift. Through money tracking, you will identify your cash flow trends, and acknowledging even the smallest amounts coming in helps maintain that awareness.

Make it a habit to keep track of all incoming money daily. This includes gift certificates, sales from your online store, and even any cash you might find on the street. When you consistently engage in this positive action, abundance will follow.

Making money as a naturopath is fundamentally about your relationship with money. It's a sentient relationship; if you harbour negative thoughts and fears about finances, this will impact the abundance you seek to create in your business.

Consider tracking your money for a month and observe any changes in your mindset and feelings towards it. Manifesting and generating money for specific purposes becomes much easier when you are aware of all the income flowing to you. You can focus on abundance for a specific goal or amount; it's entirely up to you! The more specific you are, the stronger your manifesting power will become.

Real change occurs when you take action. Transitioning from merely thinking about money tracking or having a pretty spreadsheet, to consistently using it as a tool can lead to monumental shifts and increased awareness that benefit your business.

I can't predict exact outcomes for you, as each time I've undertaken this process, I've experienced different results. However, I can assure you that once you start tracking your money, positive changes will begin to manifest.

WITH A PLAN, YOU HAVE A MUCH HIGHER CHANCE OF SUCCESS.

You do this with your clients regularly; why not apply the same principles to your business? When you have a plan and track your progress, you will feel more confident in your ability to create the abundance you desire.

Being in the present moment and tracking the flow of money coming in also allows you to identify what generates income in your business (and what doesn't) and where you might want to explore additional opportunities for money.

ONCE YOU UNDERSTAND HOW MONEY FLOWS THROUGH YOUR BUSINESS, YOU CAN EFFECTIVELY PLAN FOR THE FUTURE. START BY ENVISIONING YOUR END-OF-YEAR FINANCIAL GOALS, THEN DEVELOP A STRATEGY TO ACHIEVE THEM.

When starting from scratch, it may be challenging to see how you will reach your financial targets, but don't let that discourage you. Instead, consider how you can add value to your business by utilising the specialised skills you acquired before establishing your practice.

For example, my background is in pathology, which led me to create a course for Natupreneurs on reading and interpreting pathology results - I've sold hundreds of that course. You might have a unique skill that can be integrated into your practice to make you money.

Have a think about how you can incorporate your existing skills and knowledge into your practice, to increase your earning potential and increase the flow of money through your business.

Remember, there are only so many hours in the day for client consultations, so consider leveraging your time by offering products and services that add value in diverse ways.



MONEY PLANNING

Once you start putting some numbers on the page about the money goals you want to achieve by the end of the financial year, you can begin formulating a plan. As scary and intimidating as that sounds, once you see your figures, you can start thinking about ways to aim higher and do better.

You can begin by projecting your goals for the next 12 months or until the end of this financial year. If you feel like hyperventilating, that's perfectly OK - I've been there too.

Consider it a way to declare to the Universe what you want. After all, how is the Universe going to give you what you truly desire if you're not clear about it yourself? You wouldn't go to a restaurant and simply ask for food; you'd specify exactly what you want. The same principle applies to your financial goals.

WHEN YOU HAVE A SPECIFIC FOCUS, YOUR MIND WILL NATURALLY SEEK OUT PATTERNS THAT ALIGN WITH THAT FOCUS.

In this case, it will work to match your clearly defined money goals with numbers in your bank account or on your balance sheets. This is why it's beneficial to have a specific amount in mind that you want to achieve.

Having a clear view of your outgoings will also enable you to make changes in your spending habits. When using my [free money tracker](#), start with your end goal and then work backwards.

- What do you want to earn by the end of the financial year?
- How much do you need to make by the halfway mark and each quarter to reach that goal?
- How do your outgoings factor into this?
- Do your goals align with what you have actually achieved?
- If there's a deficit, do you know where it is?
- How can you address that gap (plug the hole)?
- What strategies can you employ to save money and reduce your expenses?

GET YOUR FREE
MONEY PLANNER




[CLICK HERE TO DOWNLOAD](#)

TAKE ACTION

Instead of panicking about not making enough money, use the money tracker as a planning tool. I promise your relationship with money will change dramatically!

Utilising money tracking and regular business planning will support you in achieving your hopes and dreams as a practitioner. Remember, you're not alone in feeling overwhelmed. On the other side of that breakdown lies a breakthrough and the things you truly desire.





REMEMBER, THERE ARE
ONLY SO MANY HOURS
IN THE DAY FOR CLIENT
CONSULTATIONS, SO
CONSIDER LEVERAGING
YOUR TIME BY OFFERING
PRODUCTS SERVICES THAT
**ADD VALUE IN DIVERSE
WAYS.**





PART ONE

Do Your Duty

MAKING MONEY AS A PRACTITIONER

It's real talk time! Let's talk about the reality of making money as a practitioner.

It's really easy to get caught up with all the service parts of being a practitioner and ignore the reality of running a business.

But, if we are actually in the business of being a practitioner, we need money flowing through the doors...or the doors won't stay open for long!

BUT I KNOW MONEY IS AN UNCOMFORTABLE TOPIC FOR MANY, BUT IT'S A REALITY WE MUST FACE IF WE WANT TO BE SUCCESSFUL SO WE CAN HELP OUR CLIENTS - AND OURSELVES.

Now, there are two aspects of making money - *mindset* and *strategy*. And before I knew about money mindset issues, I couldn't understand why putting all the strategies in place wasn't working out for me.

See, your mindset is a really important aspect of successfully making and managing money. So, we'll start easy and address some things you might have been ignoring.



SETTING YOURSELF UP FOR SUCCESS

Be honest right now - are you cringing?

Believe me, I've been there. In fact, during my first couple of years of practice, I completely stuck my head in the sand when it came to my money. I collected piles of documents and receipts and just shoved them in a shoebox to pretend they didn't exist. All I wanted to do was 'do what I do' and avoid thinking about the money side of things.

But here's the thing: *this kind of avoidance affects how we show up in our practice and what we're creating online.*

The good news is, it all shifts once we start talking about it. So, I'm excited to dive into how to take control of your money mindset and set yourself up for success.

BUT FIRST, LET'S START BY FINALLY LOOKING AT THE BEHIND-THE-SCENES DETAILS YOU MIGHT HAVE BEEN IGNORING. BECAUSE IF YOUR BUSINESS ISN'T FULLY SORTED, YOU MAY NOT BE LEGALLY COVERED. THIS IS THE STRATEGY STUFF!

Surprised? Yes, legal requirements, insurance - all those boring business details are part of making money as a practitioner. This was me, back when I was new in my practice. I'd do the 'duck dive' - hiding my head and avoiding anything to do with money. I didn't want to face the official business details or deal with the mess.

But you know what happens when you do a duck dive like that? Your butt is up in the air - at risk. That's the thing about doing your duty. The first step is to ensure all your legal boxes are ticked.

I have a free challenge for Natupreneurs to get all of this sorted, and every year, hundreds - even 500 people at a time - take part. And every time, people get tripped up. They discover things they've forgotten to address or that have been on their to-do list all year.

So, let's go over how to ensure your legal, insurance, and business documents are taken care of.

CHECKLIST

Each of these may vary slightly depending on your expertise and business, but they are all elements you need to address to make sure you are legally allowed to practise.



PUBLIC LIABILITY



PROFESSIONAL INDEMNITY



LEGAL COVERAGE



ASSOCIATIONS AND REGISTRATION



WEBSITE PRIVACY POLICY



TERMS AND CONDITIONS



ADVERTISING POLICY



PRICING



CODE OF CONDUCT



DISCLAIMERS



PRIVACY AND CONFIDENTIALITY



PUBLIC LIABILITY, PROFESSIONAL INDEMNITY & LEGAL COVERAGE

First, make sure your insurances are in place and that you have the correct coverage to remain legal. Check with your association or registering body to find out what they recommend for your specific practice.



ASSOCIATIONS AND REGISTRATIONS

Next, ensure that you are registered with the appropriate association or regulatory body, depending on the type of practice you have.



WEBSITE PRIVACY POLICY

You need to check the specific legal requirements for your area to ensure your website is fully compliant. For example, a website privacy policy is required almost everywhere.

By law, this policy outlines how the information visitors gather or provide on your site will be used. It establishes an agreement between you and the person who clicks on your website, ensuring they understand how their data will be handled. While it can be relatively simple to set up, it's a legal requirement you must have in place.



TERMS AND CONDITIONS

Next, consider your Terms and Conditions. If you're taking money through your website for online courses, bookings, or anything else, you must have Terms and Conditions. These cover where the information goes, how it's used, and that the user agrees to your terms.

If you're based in Australia, the Australian Competition and Consumer Commission ([ACCC](#)) provides great downloadable PDFs detailing what's legally required.



PRICING

This is where many practitioners trip up. You must display your pricing in a prominent place. For offline businesses, this means posting pricing at the point where clients will pay for your services - like at your reception desk.

For online businesses in Australia, you are required to display your pricing clearly on your website.



CODE OF CONDUCT

If you're an unregistered health practitioner, you must display a Code of Conduct. The Code should be visible in your practice, and if you work online, it must be easily accessible on your website.



DISCLAIMERS, PRIVACY & CONFIDENTIALITY

Finally, disclaimers are essential legal documents, especially for online courses. Additionally, privacy and confidentiality policies are a must if you are offering initial consultations or collecting any form of user data.

This is true whether you're providing consultations, eCourses, memberships, or anything else that requires you to gather client information.

TAKE THIS AS A NOT-SO-GENTLE REMINDER TO INVEST SOME TIME, ENERGY, AND POSSIBLY A LITTLE MONEY TO MINIMISE THE RISKS OF RUNNING A BUSINESS.

THIS WILL ALSO IMPROVE YOUR RELATABILITY AND RESPONSIBILITY TOWARD POTENTIAL CLIENTS!



PART TWO

Flipping the Script on Money Stories

STORIES VS FACTS

In part one of this resource, I covered some important strategies for setting up your business to make money. Now, we're going to dive into money mindset for practitioners.

YOU CAN TRY ALL THE STRATEGIES IN THE WORLD, BUT IF YOUR MINDSET IS BLOCKING YOU, IT MAKES EVERYTHING REALLY HARD.

In one of my other posts, I talk about the stories we tell ourselves versus the facts. This concept definitely comes into play when we're talking about money.

The actual facts of a situation are often very different from the story we attach to it. Whether that story is helpful or hindering, expansive or contractive - it's still just a story. So, when we:


- Have conversations around money
- Price things for either online or offline offerings
- Set prices for different types of services
- Start working in a new way

...there will be conscious or unconscious stories that pop up. And they aren't FACTS - they are stories that cloud the reality underneath.

Before we can properly price things or engage in other money-related activities, we need to explore how we truly feel about money.

Ideally, we want to set a price that is **LOGICAL, HELPFUL, HEARTFELT** and **GRATEFUL**.

And that will help you create the ideal life and business you want. Taking the time to get your mind right around money is how you will get there.



Often, our beliefs around money are tied to past experiences, and for some, that might include old stories of scarcity, guilt, or even shame around money.

To move forward, it's important to forgive yourself for any limiting beliefs you may have carried with you.

Forgiveness isn't just about letting go of past mistakes - it's about releasing the emotional weight tied to those beliefs so that you can start fresh, with a new perspective.

Only then can you truly begin to engage with money in a healthy, empowered way.

This forgiveness opens the door to creating new, more positive stories around money - stories that reflect your current self: wiser, more capable, and ready to embrace the abundance you deserve.

FLIPPING MONEY MINDSET STORIES

When I first started in practice, one of the most amazing moments - along with one of the most devastating, shameful memories - was finally getting a couple of clients.

But every single time I went to put a client's card through the terminal at the end of their consultation, I would enter the price I didn't have enough guts to publish on my website (which is illegal, by the way), and then give them a sale discount.

EVERY. SINGLE. TIME.

I couldn't bring myself to charge the price I had set for the consultation.

Have you ever been in that situation? Suddenly, you're giving 10% off today or just rounding it down? Or maybe you go WAY over the set appointment time but still keep the same price?

The reality is that whenever you create something to sell - whether offline or online - the facts are simple:

- You created this value
- It costs this much money

Those are the facts. But all the stuff that surrounds those facts often makes things a bit murky.

So, when we do things like this, they don't come from the logic of setting a price and accepting money for it. They come from a mindset.

And that mindset is shaped by the stories we have about money, stories we've built up over the course of our lives.



EXPLORING MONEY MINDSET STORIES

The first time I learned about working through money beliefs, my logical, scientific brain rejected it. I thought it was ridiculous and that I wasn't going to do it.

You might feel that way too, and that's okay. But I invite you to explore where your money stories come from. Because these stories have created neural pathways in your brain, and one of the ways you process this programming is by shorting yourself when someone tries to give you money.

Where Does Value Come From?

My mum, bless her, used to only buy things on sale. She'd come home and describe the thrill of finding an item on sale, and the cheaper it was, the better. The more value it had to her. I don't know if this is a story you can relate to, but there's likely something similar in your life that skews your sense of value. Maybe it's something like:

- Something on sale is worth more
- There's more value in things you've worked really hard for
- Things that are easy aren't worth much
- Inherent value is found in certain things

The stories you carry around have to come from somewhere. One of my big ones was, *"There's more value in something on sale than when you pay full price."* So, when it came time to charge my clients, I would always say my consultation was "on sale" that day. It made me feel like there was more value in what I was offering.

Working Hard

Another story I developed, based on my background, came from my dad, who was in the Air Force and worked really hard. I'd watch him marching around the bases where we lived. Plus, he travelled for work and put in ridiculous hours - often from 6:00am until 6:00pm. He was also frequently away for various exercises around the world.

So the story I adopted was, *"I work hard for my money. Don't frivolously spend it."* I took that on board as my work ethic: I work really hard for my money.

YOU MIGHT BE THINKING, “WELL, OF COURSE YOU DO.” BUT THAT’S NOT A FACT - IT’S A STORY WE COLLECTIVELY GENERATE. BECAUSE THE TRUTH IS, I’VE HAD TIMES WHEN I MADE MONEY WITHOUT WORKING HARD AT ALL.

And once I explored this story, I realised money could come easily to me. I could create a webinar, people could buy it, and voilà! But to get there, I had to let go of the belief that working hard for money is more valuable than making money easily.

The Story

When I was in cancer research in pathology, I worked really hard. But I didn’t work as hard as, say, the tradespeople who were out in the heat. So, I started to feel guilty about that.

Consequently, I worked even harder. I’d be there at 11:00pm sometimes, taking off cell cultures, working in awful lab environments, and so on.

Then, when I started my own practice, all I had to do was sit in front of someone and share my knowledge. I literally just sat there and told them everything I knew.

And I thought, “I don’t work very hard.” So, I assumed there wasn’t any inherent value in what I was doing because I didn’t “work hard” for it.

The Facts

But let’s look at the facts. That thinking didn’t take into account the 10 years of post-high school education or the insane amount of money it cost to earn those multiple degrees. All of that hard work wasn’t considered.

So, when I was with that client, I was basing my sense of value on stories I’d developed over the course of my life. But the FACT of it was very different from the story I had created.

EXPLORING YOUR MONEY STORIES

So, what I did was write down all the stories I had around money. I wrote down things like:

- Feeling full of shame because my card was declined at the supermarket when I was a student
- Not being able to withdraw money from an ATM because I didn't have enough in my account, and the shame that caused
- Believing that money always runs out
- Thinking money is hard to get
- Believing that if I can't afford something, my clients can't afford it either

There were many other moments in my life that I had to write down and consider, asking myself if they were affecting the way I showed up in life and in my business.

Here's a really big story that, once I got past it, changed everything for me:

"If I personally can't afford it, I assume my clients can't afford it either."


Understanding that this thought was floating around in my head truly changed everything for me. And I only had that insight because I took the time to explore all of my other stories around money.

Because that one thought was connected to all the others - when I couldn't pay for my groceries, when I couldn't get money out of the ATM - those were all "*I can't afford it*" moments. And every time it happened, it reinforced the same story in my neural pathways. So, of course, I projected it onto everyone else.

Don't Project Your Own Stories Onto Others

One thing you must remember is that we're only in charge of our own mindset. We're not in charge of anyone else's mindset or how they spend their money.

So when we believe, "*My client can't afford it because I can't afford it*" - we're projecting our own stories onto others.



THINK OF IT THIS WAY: WHAT WOULD HAPPEN IF YOU ACTUALLY SAID THAT OUT LOUD TO A CLIENT? IF YOU TOLD YOUR CLIENT, “I BELIEVE YOU CAN’T AFFORD IT”, HOW WOULD THAT MAKE THEM FEEL?

Well, I know that if someone said that to me, I would be horrified!

Before we go around making assumptions about other people’s money situations, we need to first:

- Acknowledge and notice our own stories
- Take time to do the work on our own minds

Once we do that, everything we offer is just an invitation for the other person to decide for themselves whether they can afford it or not.

Value Is Different For Everyone

Another important point is the value we create for our clients. The services or products you provide may not feel like a lot of value to you, but for someone else, they might be invaluable.

For instance, think about how much value it brings for someone to:

- Go on a fertility journey with you
- Learn about their preconception care
- Understand the ins and outs of their labour
- Connect with a supportive community
- Receive coaching on post-care follow-up

For them, those things are invaluable. Maybe we don’t always find inherent value in them, but we can’t dictate how much value someone else places on them.

So, don’t project your own value and money stories onto others. Let people decide for themselves what is valuable and whether they can afford it or not.

Assuming doesn’t help you, it doesn’t help them, and it definitely doesn’t help your business.

MONEY MINDSET ISSUES

My years as an entrepreneur have taught me to proactively address my mindset issues in order to overcome the 'brules' that hold me back. Additionally, through my work as a coach for Natupreneurs, I've seen firsthand how mindset can make or break a business. **Mindset truly is everything.**

The sad truth is that if your mindset is off, you could unintentionally be setting yourself up for failure. One crucial area to address is your relationship with money and how to improve it so you can achieve financial success in both life and business.

Let's re-cap the **four common money mindset issues** and how they can affect your bottom line.

1

SELLING FEELS UNCOMFORTABLE

Many entrepreneurs struggle with selling themselves or their services, but shifting your mindset to see sales as a valuable exchange can help you build trust, position yourself as an authority, and ultimately prevent money loss that could support growth and your desired lifestyle.

2

GIVING DISCOUNTS

Offering discounts can be helpful, but consistently undercharging or discounting your services, even when you know their value, undermines your worth and business, so it's crucial to stick to your published pricing.

3

NOT LOOKING AT THE NUMBERS

As a business owner, regularly tracking your finances, setting growth goals, and planning for expenses is essential, and avoiding or fearing this can jeopardise your financial future, although much of it can be outsourced.

4

YOU MUST WORK HARD TO EARN MONEY

Making money doesn't always require hard work - sometimes it's about leveraging years of knowledge and creating passive income streams that bring value without constant labour.

MONEY MINDSET ISSUE #1: SELLING FEELS UNCOMFORTABLE

Is this you? This is a big one for a lot of entrepreneurs. But at the end of the day, we know it costs money to survive and to run a successful business.

Despite these facts of life, I've seen lots of people struggle to sell themselves, their products, or their services. Even when you know your offer provides value and can really help people, you may still have a tough time asking for that financial exchange.

But the reality is, you don't need to be sleazy or relentless like the car salesmen we see on TV. Instead, focus on fostering your relationship with clients to build up a bank of trust. When you position yourself as an authority in your field, people will come to you for your services.

Here's the thing - if selling feels really uncomfortable to you, it's time to shift your mindset about what a sale actually is: *remember that you are providing someone with a product or service that will genuinely help them.* You're spending your own time and energy to deliver to a high standard.

BOTTOM LINE? IF YOU'RE NOT EFFECTIVELY SELLING YOURSELF, YOU ARE LOSING MONEY THAT COULD:

- LEAD TO BETTER PRODUCTS AND SERVICES
- ENABLE YOU TO PROVIDE VALUE TO A LARGER AUDIENCE
- SUPPORT THE LIFESTYLE YOU WANT



MONEY MINDSET ISSUE #2: GIVING DISCOUNTS

It's true that offering discounts and having sales can be good for business, but it becomes an issue when you never feel comfortable charging full price.

Does this sound familiar? You've done the calculations to determine how much your offer is worth, and it's listed on your website, in your marketing materials, and so on.

But when it comes time to charge for the actual consultation, you find yourself always adding a discount or rounding the price down.

If so, don't feel bad - I've been there, too. Remember, when I first started in practice, every single time I went to put a client's card through the terminal at the end of their consultation, I would enter the price I didn't have enough guts to publish on my website (which is illegal, by the way), and then give them a sale discount.

MAKE A POINT TO PUBLISH YOUR PRICING AND STAY FIRM WITH IT. YOU HAVE OVERHEADS AND OTHER EXPENSES TO PAY FOR, AND EVERY DOLLAR IS IMPORTANT IN BUSINESS.

MOST IMPORTANTLY, YOUR SERVICE PROVIDES VALUE THAT IS WORTH PAYING FOR.



MONEY MINDSET ISSUE #3: NOT LOOKING AT THE NUMBERS

As a business owner, keeping track of your finances is crucial. That means regularly comparing income and expenses, setting goals to scale and grow your business, and creating plans to achieve those goals.

If you have a mindset issue where it's scary or uncomfortable to look at your money, you may be putting your financial future in a really bad place. What if your expenses outweigh your income? Are you putting money away for taxes, insurance, employee expenses, superannuation, etc.?

THESE ARE JUST THE TIP OF THE ICEBERG WHEN IT COMES TO PREPARING AND PLANNING OUT YOUR FINANCES. DON'T LET THIS OVERWHELM YOU - MUCH OF THIS CAN BE OUTSOURCED.

BUT FAILING TO LOOK AT THE NUMBERS IN YOUR BUSINESS ISN'T SUSTAINABLE AT ALL.



MONEY MINDSET ISSUE #4: YOU MUST WORK HARD TO EARN MONEY

This is another idea I had to work on myself. When I was in cancer research in pathology, I worked really hard. But I'd see other tradesmen labouring outside in the heat, and I'd feel guilty, like I wasn't working hard enough for the money I made.

BUT THE TRUTH IS - YES, MAKING MONEY REQUIRES WORK. BUT IT DOESN'T ALWAYS HAVE TO BE HARD.

Sometimes the value we provide to a client is our years of knowledge, learning, and education, presented in a way that is relevant and understandable to them. It may seem easy to you, but that's the result of all your work accumulated into one moment. Your clients value that about you, and that's why they're there.

Think about all those articles floating around that say the average billionaire has seven income streams. Do you *really* think they're working up a sweat for each of those streams?

PASSIVE INCOME STREAMS ARE A HUGE PART OF THE ENTREPRENEURIAL SPACE AND A PRIME EXAMPLE OF NOT ALWAYS HAVING TO WORK HARD TO MAKE MONEY.



TAKE ACTION

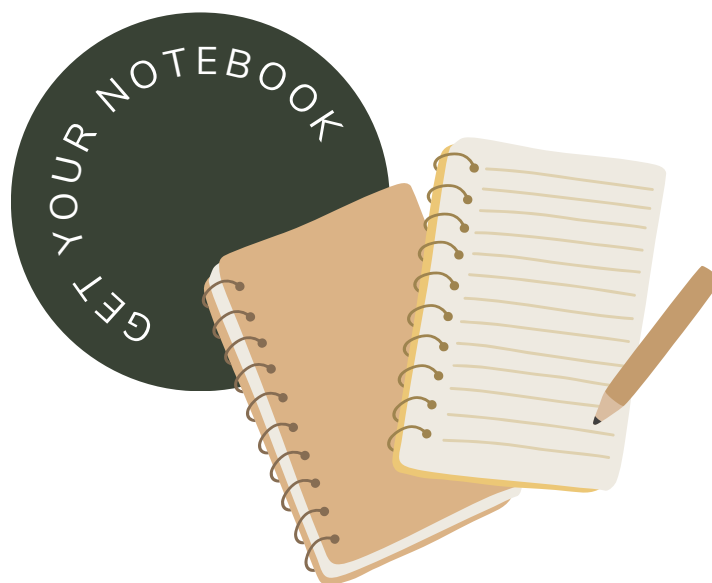
So, there you have it. You can try all the strategies in the world, but if your mindset is holding you back, it makes everything feel much harder.

A negative money mindset can create obstacles that prevent progress, no matter how many tactics you apply. That's why it's crucial to become aware of the limiting beliefs and fears affecting your personal mindset and business decisions.

Take a moment to reflect on your money story. Where did these beliefs come from? What was your first memory of money? How old were you when you started believing these things? The truth is, you're not that person anymore. You're not that age anymore. You are a new, more capable, more knowledgeable, and more experienced version of yourself, and you have more power than the person who created those old stories.

The old stories don't serve you anymore. Think of it like updating an old IT system—those outdated beliefs need a refresh. This is your opportunity to forgive your younger self and let go of the past, replacing those old beliefs with a new story, one that empowers you to succeed.

Make a conscious effort to reflect on these stories regularly, and actively work to shift your thinking. Each day, take small steps to change your mindset, and soon you'll notice powerful shifts in your confidence, financial decisions, and overall success.





SHIFTING YOUR MINDSET
TO SEE SALES AS A
VALUABLE EXCHANGE CAN
HELP YOU BUILD TRUST,
POSITION YOURSELF AS AN
AUTHORITY, AND
ULTIMATELY PREVENT
MONEY LOSS THAT COULD
**SUPPORT GROWTH AND
YOUR DESIRED LIFESTYLE.**





PART THREE

Set Your Pricing

HOW TO SET YOUR PRICING AS A PRACTITIONER

Welcome to part three of this resource! In part one, we talked about making sure you're legally set up to make money, and in part two, we covered the critical issue of busting money 'brules' that might be holding you back. Now that those foundations are in place, we can dive into a topic that many people struggle with - **pricing**.

I saved the pricing section for second last because, if you want to play full out, it's essential to work through the stories in your head, forgive yourself, and let go of them first. Doing that internal work will make setting your prices so much easier.

So, let's dive in, shall we?

THERE ARE DIFFERENT WAYS TO SET YOUR PRICING - CONVENTIONALLY OR UNCONVENTIONALLY - BUT THEY ALL HAVE TO DO WITH YOUR HEAD, YOUR HEART, AND YOUR GUT.

I want you to start thinking about pricing like this:

Setting your prices and taking money is how money flows through your business, much like a river or a stream. By setting your prices, you enable that river or stream of clients to flow toward you.

Where the clients cross that money path is where you can make a profit and grow your business, allowing you to create that "flight plan life" I've mentioned before.



METHOD 1: SET PRICES WITH YOUR HEAD



METHOD 2: SET PRICES WITH YOUR HEART



METHOD 3: SET PRICES WITH YOUR GUT

PRICING METHOD 1: SET PRICES WITH YOUR HEAD

Setting prices with your head starts with facts.

How much does it actually cost to stay open?

Now, this is a relatively simple formula, but until someone explained it to me, I didn't have that aha moment. This might be the case for you too, so here's how it works.

Step 1: Write Down All Monthly Costs

First, I want you to write down all of the costs you pay for each month. What are your monthly outgoings? How much does it actually cost to stay open for a month?

There are differences between where your money goes in an online model vs an offline model. But regardless of the model, there are certain costs you pay each month to run your business.

It's easy for us (with our frames) to think that the money going out for our online business is "just play money" because it disappears online. But in reality, you're paying monthly for things like:

- Booking systems
- Client management systems
- Advertising and marketing
- Website hosting or platform subscriptions
- Graphic design work
- Accounting systems
- Social media tools
- Team members (e.g., a virtual assistant)

And don't forget the hard costs of running a home-based business, such as electricity and internet services.

No matter what model you have (online or offline), you also need to consider your insurances, professional associations, and any other fees that keep you legally compliant.

Step 2: Figure Out How Many Hours You Work Each Month

Once you have your monthly costs written down, figure out how many hours you *actually* work each month. That includes:

- Time spent face-to-face with clients
- Working on courses or memberships
- Running events
- Networking and marketing
- Any other time you spend on your business - not just client work

You need to include everything you do for your business, not just the time spent with clients.

Step 3: Divide Outgoing Costs by the Number of Hours You Work

Once you have your costs and your hours figured out, it's as simple as dividing your outgoing costs by the number of hours you actually work. This gives you the amount per hour it costs you to stay open.

Now, the first time I explored this, I was shocked to discover how much it cost my brick-and-mortar business to stay open per hour. To actually open the doors - whether clients were there or not - cost me well over a hundred dollars per hour.

And I was *not* making that much money.

So, the goal here is to make sure you account for what it actually costs you to stay open - and remove the stories from the equation. Just stick to the facts.

Once you have that hard data in front of you, you can make a fact-based decision about what your price needs to be to cover all your expenses and still generate a profit.

Alternate Method to Set Prices with Your Head

Another way to set your prices with your head is the old-school method of comparison. You compare prices from other practitioners in your local area and choose a price based on that.

Now, I want to stress something we covered earlier: whenever you set a price, there's going to be a money story behind it - whether it's yours or someone else's.

So, the risk with the comparison method is that you might end up adopting someone else's money story.

It's not a bad idea to gather this comparison information, but remember: there are three ways to think about pricing, not just one. So, start with the facts, but keep in mind that there's more to the picture than just comparisons.

Run Experiments to Test Your Pricing Based on Logic

Setting your prices with your head also requires logic. Logic is about value - it's not tied to emotions. It's just about how much value you're creating within a certain time frame vs how much value you'll receive in return. It's a simple value-for-value exchange.

That can get a little tricky, though, when you're talking about things like helping someone finally have the family they've always wanted. The value of helping someone achieve a pregnancy, or bringing health to their body in a way that creates life, is immeasurable.

This makes the logic behind pricing a bit fuzzy when you're trying to set a price with your head. So, if setting prices purely using your head resonates with you, my suggestion is to run an experiment first.

When I first started my practice and wanted to create an eCourse (because I saw the potential to make money while I wasn't even there), I ran an experiment.

Here's what I did:

- I calculated how much it would cost me to host an eCourse
- I figured out how much it would cost to create the course
- I compared my costs with those of other practitioners offering similar eCourses online
- I considered how much value someone would get from my course
- I worked on my money 'brules'
- I set my price

Then, I sold three eCourses.

Now, three sales might sound good at first, but I had invested \$10,000 into creating that eCourse, so the results weren't exactly what I had hoped for. I had to go back and revisit my money 'brules', my stories, and a whole bunch of other things.

Then, being a scientist at heart, I decided to run the experiment again, using logic and data. The second time, I only changed two things: I adjusted the price and rewrote the sales copy (the wording on the sales page). After that, I ran the experiment again, checked the results, and made adjustments accordingly.

Run an Experiment

So, if you want to set your pricing using your head, my suggestion is to run an experiment. Have a hypothesis, test it, and then pivot based on the results.

By treating pricing as a series of experiments, you can take the emotion out of it, make informed decisions, and ultimately find the pricing strategy that works best for your business.



PRICING METHOD 2: SET PRICES WITH YOUR HEART

A LOT OF US PRACTITIONERS HAVE HIGH EMPATHY AS ONE OF OUR STRENGTHS. WITH EMPATHY, WE HAVE A UNIQUE ABILITY TO SENSE OURSELVES AND OTHERS THROUGH FEELING. THAT'S WHAT SETTING PRICES WITH YOUR HEART IS ALL ABOUT.

When I set up pricing for my initial consultations, I used my heart. I knew I needed to raise my prices because I was getting busier, and my rent had gone up as well. So, I started to feel into what my price should be.

But then my logical, scientific brain kicked in. I thought about the amount of money I needed and set a price based on that. I ran an experiment, and nothing happened - nobody booked.

That made me think, *"Hmm, there's something missing here."* Apart from the money mindset stuff, there was heart missing.

I know, this doesn't sound very scientific, but it's a feeling-based way of setting your prices.

Let's revisit my eCourse experiment. My logical approach to pricing the eCourse didn't work very well, so I tried looking at it from a heart-centred perspective. It went something like this:

"Well, my eCourse didn't sell for the \$297 I priced it at. I only sold three of them."

I didn't feel confident asking for that amount of money; I felt a little niggle. That price made me feel cold. Setting my price that way felt quite clinical, and the \$297 came from trying to understand marketing (and a bunch of other factors).

But it didn't come from a feeling of the value I would create for my clients through the course.

Step 1: Pick a Number and Feel It

If setting your prices this way sounds interesting to you, try a little experiment: feel into it and pick a number.

For example, if I were to pick a number, I might say \$500. What you want to do is choose a number that feels either relatively high or relatively low, and then *feel* that number. You might think, *“That’s a bit high”* or *“That’s way too low.”*

Then, pick another number that feels much lower or higher, depending on how the first one made you feel. What about \$150? Feel it - does it feel constricting or expansive? Then, go higher (or lower) again. How does \$297 feel?

When I did this for my eCourse, I landed on \$297 again, but something still didn’t feel quite right. Then, there was a shift, and I realised that setting the price at \$200 felt much easier.

\$200 felt like a no-brainer, like it flowed for me. I didn’t feel like I was ripping anyone off, and there was a sense of alignment. Once I felt that shift, I thought, *“Okay, we’ll go with \$199. That’s it.”* I committed to that price, and I ended up selling two and a half times as many courses on that round.

Head or Heart?

So, when you’re deciding on your pricing, it could come from your head, your heart, or - most likely - a combination of both. The feeling aspect also ties in with the neural pathways I’ve discussed before.

It’s important to flow with your feelings, do the work on those stories, and feel confident in asking for what you’re truly worth.



PRICING METHOD 3: SET PRICES WITH YOUR GUT

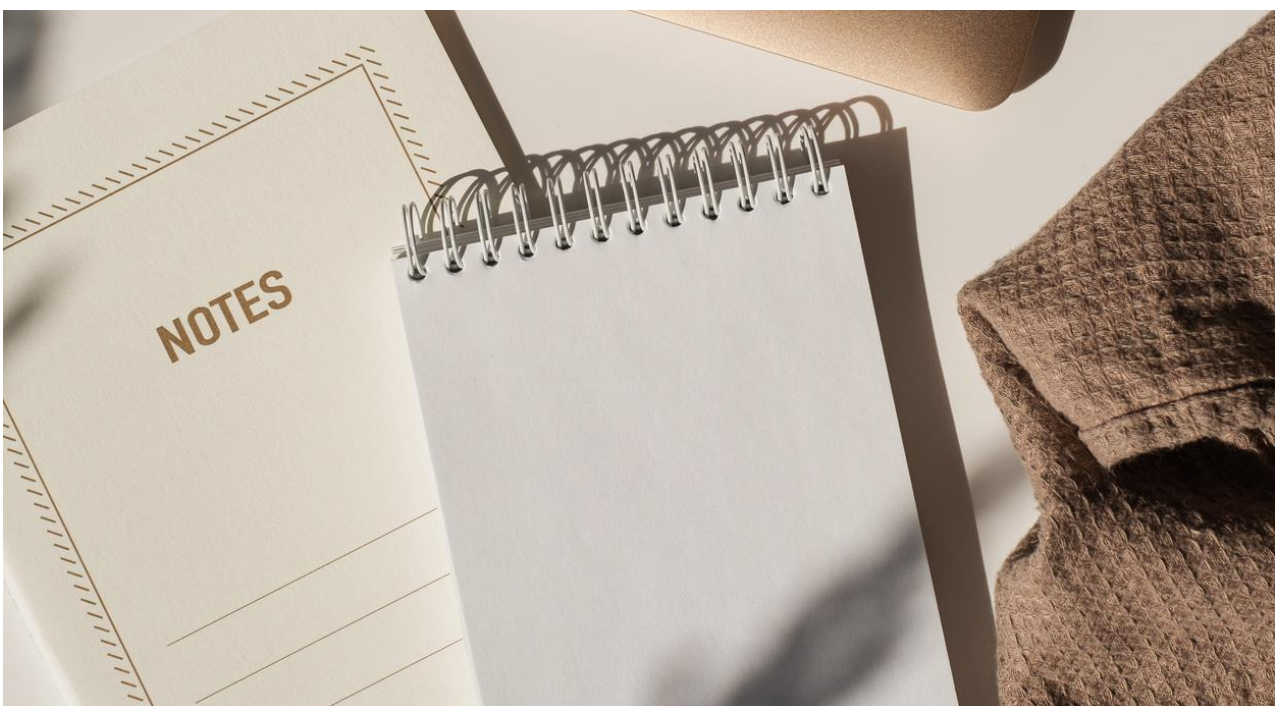
This is the method I recommend for most practitioners: using your gut to set prices. It's the perfect blend of your head and heart coming together.

Use a combination of all the steps described above - taking into account how you feel, as well as what's logically needed to cover your costs. This method ensures that you're meeting not only your own needs, but also your clients' needs.

For this approach, it's crucial to tap into the mindset of your ideal client while letting go of any assumptions you might have about them not being able to afford your services or not wanting to pay (as we discussed with money 'brules').

YOU MUST RELEASE THOSE STORIES AND ACCEPT THAT YOU DON'T KNOW WHAT YOUR CLIENTS WILL OR WON'T PAY. INSTEAD, FOCUS ON THEIR WORLD - WHAT DO THEY CONSIDER VALUABLE?

THEN, ONCE YOU'VE BALANCED YOUR HEAD AND HEART, YOU CAN ASK FOR THE PRICE WITH CONFIDENCE.



If you're struggling with pricing your services, eCourses, or other offerings, work through these steps.

Choose whichever method feels right for you - whether it's based on logic (head), intuition (gut), or emotion (heart), or a combination of all three!

And keep an eye out for instances when your own money stories are influencing your decisions.

When you notice a story cropping up, write it down and work through it.

The more you do this, the easier and more intuitive pricing will become.

You'll be able to price your services in a way that feels aligned with your value, your business, and your goals.

WORK ON YOUR MONEY MINDSET BEFORE SETTING PRICES

Pricing is something that most practitioners struggle with - partly because of our own money stories, but also because of *other* people's money stories. For example, I know practitioners who have spoken to doctors about getting referrals and have been told that clients would be unlikely to pay the fee. But the fact is, people pay to see the doctor privately for 10 minutes, whereas a consultation with you might be a full hour.

So, what you're seeing there is the doctor's own money story coming out.

That's why it's so important to work through your own money stories before you start focusing on pricing. You need to get clear on what assumptions, 'brules', and stories are holding you back. Learn to see your own value before you start looking at other people's pricing or working on your own.

And remember: Asking other people for their opinions on what you should charge will only show you where *their* money 'brules' are.

- Is there a part of it you can accept?
- Which parts can you release?
- Were they truly trying to be helpful at the time, but possibly coming from a different space than you are in?

The process I'm sharing with you is about exploring four simple statements to ensure you've fully explored where the story comes from and can let it go.

It Starts With Forgiveness

This process is just for you. You don't need to share any of this with anyone else.

It starts with forgiveness. First, thank the experience for happening and thank whoever was associated with it. Apologise for your role in it - how you took it on board and how it may have affected you.

Most importantly, forgive whoever needs forgiveness - including yourself - around it. Send love to everyone involved.

Write a Letter of Forgiveness (If Needed)

If things still feel a bit unsettled and you can't shake that lingering discomfort, try writing a forgiveness letter. That's exactly what I had to do.

To be clear, I'm not suggesting you send these letters to anyone. They are just for your own healing.

When it came to my mum, I had to get the thoughts out of my head and off my chest. So, I wrote a forgiveness letter specifically about my mum as a homemaker. She was a stay-at-home mum for my entire school life, and the story I created around that was that women work for free.

That story was heavy. So, when I became a natural health practitioner and began caregiving, I had an underlying belief that, because I was a woman, I should be caregiving for free. Every time I went to receive a payment, that deep-seated idea - apart from the other stories I was carrying - told me I should be doing it for free.

I KNOW THIS IDEA AFFECTS MANY HEALERS.

It was one of the stickiest stories to work through. To release it, I wrote a forgiveness letter about myself, what I believed to be my mom's reasons for doing what she did, and I wrote it in the context of the timing of our lives and her choices.

Again, this might not be for everyone, but I've seen so much healing come from this practice that I had to share it with you.

You might see enough logic in it to give it a try.

Moving Forward

My invitation to you is this: Write down as many stories as you can. Move through each of those stories to:

- Understand them more deeply
- Let go of them
- Forgive them
- Move forward

Because doing this work will make pricing, all of your money-related activities, and being in business so much easier.

FAQS ABOUT PRICING

Q: Should I lower my prices when I take my practice online?

A: If you're thinking this, my first response is that you absolutely need to do some work on your money stories. The inherent value you provide to your clients doesn't change at all when you shift the way you deliver your services. You still have the same knowledge, the same expertise, and the same abundance of information that can change your clients' lives in incalculable ways.

So, take some time to explore your inherent value. Notice what stories come up around that for you and work through them. How does it feel when you ask for those prices? Are you logically considering all of the costs that went into setting up your online practice? Doing the inner work on your value will help you approach this decision with clarity and confidence.

Q: How do I address clients who have paid a higher price for my services if I choose to reduce them?

A: The key here is to focus on the facts and let go of any stories you may have around this. Stick to the facts your clients need to know. For example, if you've lowered your prices, you might explain that the change is due to:

- The current health crisis
- Reduced operational costs for your practice
- A strategic shift in how you deliver your services

Whatever the reason, be clear that the knowledge and value you offer haven't changed. You've spent time, energy, and money acquiring that expertise, and that value remains just as high. In fact, it may even be more valuable now, due to factors like timeliness, availability, or convenience.

If you're lowering your prices, check in with whether you're projecting your own money stories (such as guilt or assumptions about value) onto your clients. Reflect on whether the value you're providing is still as high as before, or if it's even higher. The key is to be sure that your pricing reflects the value you're offering, not just a reaction to internal stories.

FAQS ABOUT PRICING

Q: How can I increase my prices in a way that keeps everyone happy?

A: Increasing your prices in a way that keeps everyone happy can be a delicate balance, but one effective approach is to gradually raise prices for follow-up appointments rather than the initial consultation. People tend to focus less on the price of the first appointment because they're often just starting out and aren't keeping track of what's typical. It's the follow-up appointments that are more familiar, and while it's rare that clients actually notice small price changes, they may feel more comfortable if the transition is clear and gradual.

One ideal strategy is to offer a bundle deal. For example, you could offer a package of 3 or more appointments at the old price for clients who book before a specific date. After that, the new pricing would apply to any further appointments. This allows your clients to lock in the old rate while giving them plenty of time to adjust to the new pricing structure. Plus, bundling helps them feel like they're getting more value, which can make the price increase feel much more natural and acceptable. By framing the price increase this way, you can maintain client loyalty while ensuring that your business reflects the value you're offering.

Q: What is best practice around setting prices with ever-changing RRP\$ and ensuring that my costs are covered?

A: To ensure your costs are covered while managing fluctuating RRPs, it's important to base your pricing on a cost-plus model. This means calculating the total cost of your product or service, including both fixed and variable costs, and then adding a markup for profit. As your supplier costs or RRPs change, you can adjust your prices accordingly, but it's key to monitor these changes regularly and communicate any necessary price hikes transparently to clients.

Regularly reviewing your costs and pricing, alongside competitor pricing, will allow you to stay competitive and ensure you're covering costs without alienating your clients.

NOTES





IT'S IMPORTANT TO FLOW
WITH YOUR FEELINGS, DO
THE WORK ON THOSE
STORIES, AND FEEL
CONFIDENT IN ASKING FOR
**WHAT YOU'RE TRULY
WORTH.**





PART FOUR

Make a Profit

MAKING PROFIT AS A PRACTITIONER

Ready for part four of this resource?

So far in this resource, we've covered getting properly set up as a business, whipping our mindset into shape, and understanding how to price our services as practitioners. With all that in place, it's time to talk about the bottom line - *making a profit*.

WHETHER YOUR BUSINESS IS OFFLINE OR ONLINE, PROFITABILITY IS ESSENTIAL IF YOU WANT TO STAY IN BUSINESS.

When I first started my practice, I didn't understand that there are *growth seasons*, where you put a lot of money back into your business to help it grow, change, and shift into what you want it to be. And then, there are *profit seasons*.

Growing Your Business

A growth season can feel like an elastic band stretched as far as it will go, about to snap back at any moment. You may wonder if you can even do it. But what generally happens in business is that, after a period of growth, you begin to see profit.

Making a Profit

During the growth phase, your resources and money will be tighter because you're investing in your business - not just spending it frivolously, but putting it in so you can serve more people and bring in more revenue.

Once your resources and money start to build up, that leads to profit, which allows you to live the life you want, helps you implement your "flight plan", and enables you to serve your clients better.

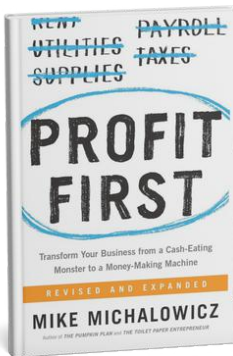
Creating profit requires planning.

You can't just *hope* it happens.

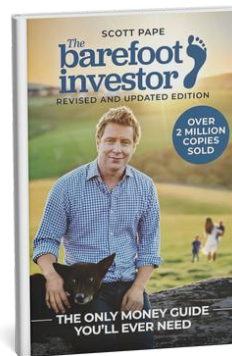
You need to *plan* for it.

RECOMMENDED READING

When it comes to the **strategic side of money**, there are two books I highly recommend:



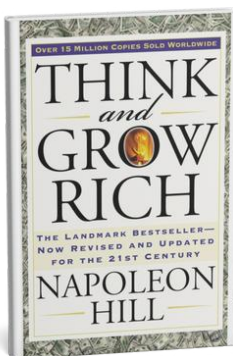
Profit First
by Mike Michalowicz



The Barefoot Investor
by Scott Pape

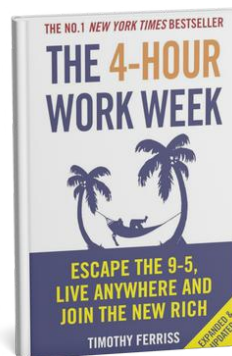
These books are fantastic if you're new to managing money in your business, just like I was when I started. They'll help you understand how you can provide a service and take care of yourself financially, without relying on a job to support you.

From a **money mindset perspective**, here are a few more books I love:



Think And Grow Rich
by Napoleon Hill

An oldie, but a classic that stands the test of time



The 4-Hour Work Week
by Timothy Ferriss

A game-changer, especially if you're working or considering working online

Reading these will help you shift from just getting by to truly thriving in your business. The more you understand money - both strategically and mentally - the easier it becomes to plan for profitability and ensure long-term success.

WHY PROFIT IS IMPORTANT

WHEN YOU'RE IN BUSINESS, PAYING ATTENTION TO PROFIT IS CRUCIAL.

Once you've generated profit, you get to decide what to do with it. Will you reinvest it into your business to fuel further growth, or will you take it as profit, allowing you to seize new opportunities when they come up? But first - you need to start making a profit! The first step is to assess your business and identify which activities are most profitable and which ones are least so.

After working with hundreds of practitioners over the years, I've found that one-on-one consultations often hit a *profit ceiling*. There's only so much you can do in a one-hour time block, and you're limited by how much you can charge for that hour. Without raising your prices, there's little room to grow.

In contrast, when you create **eCourses, memberships, programs, or packages**, you can scale those offerings and build profit into them. These models allow you to generate more income without needing to trade more of your time.

Once you've created these additional income streams, you can use the profits to:

- Invest in further clinical training
- Attend symposia or industry events
- Invest in a dispensary or other business improvements
- Take time off to recharge
- Or put funds into any other aspect of your business or personal development

I remember when I first tried to save money to attend a symposium. At that point, I was only working one-on-one with clients. The only reason I was able to go the first year was that the clinic I worked at covered half of my ticket. I couldn't afford to pay for it myself. By the second year, I had left that clinic and started my own business. I didn't have the funds to attend. It wasn't until I created eCourses and other revenue-generating offerings that I could build the profits I needed.

We dive deeper into all of these strategies and more in The Natupreneur Membership - where we focus on helping practitioners like you scale your business while staying true to your passion. Join us [here](#).

That's when I was able to invest in continuing professional education (CPE) points, attend events, go on holidays, run retreats, and more.

Identify Your Profitable Activities

The first step in increasing your profit is to identify what's most profitable in your business. Take a close look at your activities and see where you're generating the most income. Then, think about how you can optimise those activities to provide even more value to your clients.

Could you help clients along their journey with programs, packages, eCourses, or continue working with them one-on-one on a consistent basis?

Once you know what's most profitable, focus your energy and attention on those activities. It's all about streamlining your efforts to maximise the return on your time, energy, and resources.



CASH FLOW

Cash flow is an essential area of focus when it comes to running a successful business, and it's not just about how money moves through your bank account. Cash flow refers to the direction in which money moves within the community you serve - whether locally or globally.

By understanding where that cash is going, you can position yourself at the *junction* of where money is flowing and where your ideal clients are.

THINK OF CASH FLOW LIKE TRAFFIC.

If you wanted to catch a cab and there was a football game happening, the quickest way to grab a ride would be to stand near the stadium, where there's a flow of people and cars moving toward the event. On the other hand, if you were to stand near a quiet river on the outskirts of town, far away from the main event, it would be much harder to get that ride.

The same principle applies to cash flow in business. If you want to align yourself with where the money is moving, you need to find the *flow* - whether it's a physical location, a specific market trend, or a shift in consumer behaviour.

In recent years, especially after the pandemic, people are increasingly investing in their *health*. This is an area where cash is flowing - people are more conscious of their well-being, looking for solutions, and willing to spend money on improving their health. Many are turning to *online services* as they look for accessible ways to transform their lives and take care of themselves and their families.

Cash is flowing toward things like:

- Health and wellness services
- Online courses and ePrograms
- Memberships that offer ongoing support
- Coaching and community-based learning experiences

You can tap into these trends by aligning your business with where the money is already flowing.

Intersect with the Cash Flow

The key here is to find where cash is moving right now and position yourself to intersect with that flow. For instance, if memberships or online communities are growing in popularity, this could be a great area for you to explore.

Ask yourself these questions:

- Could you add a membership offering to your business?
- Where in your week could you carve out time to nurture a membership?
- Does a membership or package model align with your ideal business model and ideal clients?

If people are already investing in membership models or subscription-based services, and you can provide consistent value to them, this is a powerful opportunity for you to tap into that flow.

BEING WHERE THE MONEY IS MOVING ALLOWS YOU TO NOT ONLY SERVE YOUR IDEAL CLIENTS BUT ALSO INCREASE YOUR CHANCES OF BUILDING LONG-TERM, SUSTAINABLE PROFITS.

SO, TAKE A LOOK AT CURRENT TRENDS, THINK ABOUT HOW THEY ALIGN WITH YOUR SERVICES, AND GET INTO THE FLOW OF CASH.



KNOW YOUR NUMBERS

When it comes to running a successful online business, it's all a *numbers game*. Understanding the key metrics and tracking them regularly is essential if you want to grow and sustain your business

Let's talk about some of the numbers you absolutely need to know.

Conversion Rates

One of the most important numbers to track is your conversion rate. This number tells you how well your content, products, or services are converting viewers or followers into actual customers.

What is a conversion rate?

Your conversion rate tracks the percentage of people who take action after engaging with your content. For example:

- **Sales Conversion:** Out of all the people who saw your latest offer (whether through email, social media, or ads), how many actually bought it? A typical sales conversion rate for most industries is 1-3%.
- **Engagement Rate:** When you post on social media, how many of your followers engage with the post (like, comment, share)? Engagement can vary widely depending on your platform and your relationship with your audience, but it's still a crucial metric to track!

So, it's a numbers game. You need to get enough people to see:

- How you do business
- The way you help people
- How you are involved in health
- The way you communicate around health and wellbeing

If you want to grow your online business, you need to get in front of enough of your *ideal clients* so that a small percentage (typically 1-3%) of them will take action, whether it's booking a session, joining a course, or purchasing a product.

Here are some of the places where you can track these numbers:

1. Google Analytics on your website
2. Social media insights from platforms like Facebook, Instagram, LinkedIn, etc.

If you don't already have Google Analytics set up on your website or you're not actively tracking your social media metrics, *set them up now*. And if you do have these tools, start tracking your numbers monthly to see how things evolve over time.

Take General Stats with a Grain of Salt

The typical 1-3% conversion rate is based on general online data, but it's important to understand that this can vary depending on your industry and your audience.

In the wellness and health space, for example, you might see higher conversion rates, anywhere from 10-30%, because there's often a more personal, authentic relationship between practitioners and their clients. Your audience tends to engage more deeply with the content because it's directly related to their health and wellbeing.

How to Use Your Conversion Rates

Once you know your typical conversion rate, you can start using this information strategically to fill your eCourses, membership, or programs. Remember, it's a numbers game.

Example:

- Let's say your conversion rate is 10%
- You want to get 10 people to sign up for your eCourse
- With a 10% conversion rate, you know that you'll need to have 100 people (preferably your ideal clients) see the offer
- So, if you post about the course on social media, aim for 100 people to engage with that post (comments are especially valuable here because they show more direct interaction)

See how that works?

I know...the idea of getting 100 people to engage with your post might be a sobering thought. But, knowing this number helps you set clear expectations and goals, like how many people you need to reach in order to hit your desired sales target. It's a numbers game, and with enough awareness and strategic planning, you can make those numbers work for you.

Tracking Your Numbers

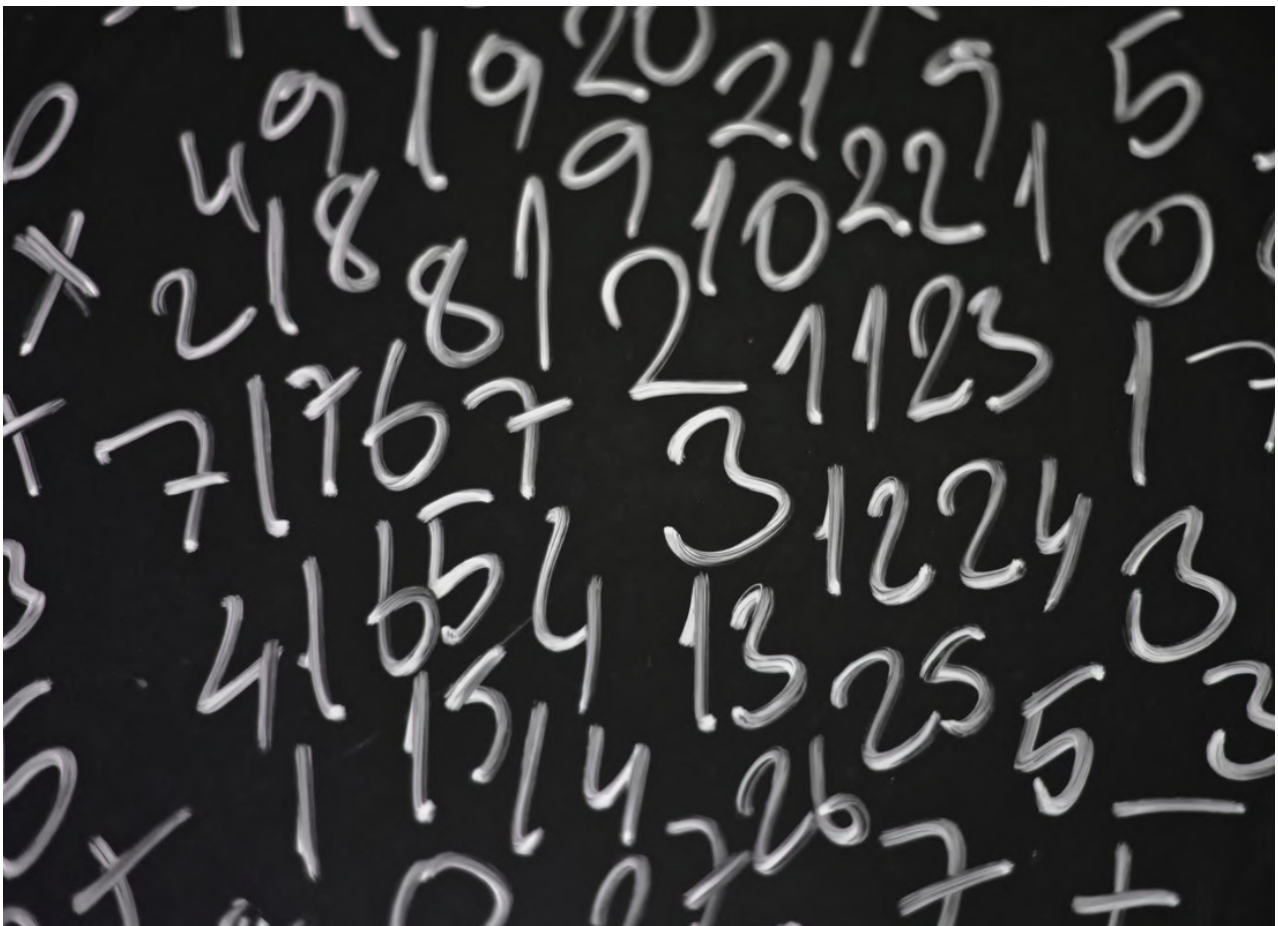
It's crucial to start tracking:

- How many people see your posts (social media or email)
- Engagement rates on your posts (likes, shares, comments)
- Google Analytics for your website traffic and conversions

Look, I get it. I understand that many practitioners, especially those who are more heart-centred or empathic, may find it difficult to focus on numbers. We often prefer connecting with people over focusing on data, but the reality is that tracking these numbers regularly can transform your business.

Understanding your numbers allows you to make informed decisions, set realistic goals, and create strategies that help you grow your business sustainably. It's not just about making sales - it's about making those sales work for your long-term business success.

So, track your numbers, learn from them, and keep adjusting your approach until you find the perfect balance between helping clients and growing your business.



CREATE A PLAN

You might be thinking, “*This is great, but how do I actually make it happen?*”

The first step is simple: Create a plan.

Without a roadmap, it’s easy to get lost along the way. Let’s break it down into actionable steps to ensure your business thrives.

Step 1: Set Your Yearly and Quarterly Goals

Start with a yearly plan. Determine the amount of revenue you want to make for the year and then break it down into quarterly profit goals. This helps you track your progress and stay focused. Your yearly goal will give you a clear target, but your quarterly breakdown makes it easier to measure success and adjust as needed. This is why we get together every quarter in [The Natupreneur Membership](#) for an epic retreat to dive into these topics and keep you on track!

Step 2: Track Profit and Loss

Keep track of the money coming into and going out of your business - profit and loss are key indicators of your financial health. Whether you’re in a *growth season* (where you reinvest heavily into your business) or a *profit season* (where you focus on pulling profits out), you need to monitor both.

- **Growth season:** You’re reinvesting in your business - whether that’s through marketing, training, new offerings, or technology upgrades.
- **Profit season:** You’ve built a solid foundation and are now focusing on making money without needing to invest as heavily.

Step 3: Regularly Review Your Finances

Make time to check your numbers monthly - particularly if you're a GST-based business, as tax obligations are important to track. On a weekly basis, take a few minutes to check what bills are coming due, and what income do you expect to come in this week. Knowing this ensures you're not caught off guard when payments are due or if cash flow is slower than expected.

ONE OF THE MOST IMPORTANT RULES IN BUSINESS (AND LIFE) IS THAT WHERE YOU FOCUS YOUR ATTENTION, ENERGY FLOWS. IF YOU IGNORE YOUR MONEY, YOUR RELATIONSHIP WITH YOUR FINANCES, AND YOUR CASH FLOW, THINGS CAN QUICKLY GET OUT OF ALIGNMENT.

This could lead to situations where you don't know:

- What's making you money
- What's costing you money
- What's profitable
- What's not

Not having this clarity can make it difficult to make informed decisions about your business, causing stress and uncertainty. A plan, however, allows you to stay on top of your financials and adjust when necessary.

As you follow your plan, you might find things that need to change. Ask yourself:

- 1. Are there things you need to stop doing?** Maybe certain services, products, or marketing efforts aren't yielding results, and it's time to pivot.
- 2. What do you need to start doing?** Is there an opportunity you're missing? Maybe offering memberships or scaling your one-on-one services into group coaching could provide better leverage.

While word of mouth is still the gold standard in gaining clients, visibility is a close second. Having a solid reputation and getting the word out about what you do will increase your chances of attracting new clients.

Make sure people know who you are, what you offer, and how you can help them. The more you show up, the more potential clients will come your way.

NOW, LET'S MAKE SOME MONEY!

NOTES





CREATING PROFIT REQUIRES
PLANNING. YOU CAN'T JUST
HOPE IT HAPPENS. YOU
NEED TO **PLAN FOR IT.**



NEED MORE SUPPORT?

JOIN THE NATUPRENEUR MEMBERSHIP



Game-changing training, guides, content and courses for practitioners who want to start a business, grow a business, or thrive in business without the burn out.

Plus

Monthly Coaching Calls, Accountability Sessions & Quarterly Virtual Retreats!

JOIN TODAY

[NATUPRENEUR.TAMMYGUEST.COM/MEMBERSHIP](https://natupreneur.tammYGuest.com/membership)