

Hailey Thomas 0:00

There's no right way for growing an online business. And honestly, me and my guests are more than fine with that.

I'm Haley Thomas. And this is the podcast that lets you be a fly on the wall for candid conversations in many lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We are on a mission to normalize and laugh about the behind the scenes truth of achieving a new level of success in your business. This is one year from now.

Hello, hello, and welcome back to the podcast. Today's episode is a little interesting, because I wasn't planning on talking about this. But anytime that a concept comes up more than once in my coaching practice, I just assume that that is a sign that more people need to hear this and we need to talk about it. So that is why today we are talking about processing privilege and packaging and pricing all together. When this concept first came up in one of my coaching calls, what I had written in my notes was process your privilege before picking your pricing and packaging. You all know I am kind of silly. And so yeah, that's what I initially wrote down. And I want to talk through how this came up for my clients this week. And my response to them in hopes that if this is happening for you are coming up for you that you can work through this and solve for yourself with these of this podcast. So before we jump in, I did want to say when this podcast episode comes out, it will be the second I think second week of April. And in the month of April, I am taking application calls for my group coaching program called refuel. So refuel is eight weeks we begin June 4, and it is my small group experience where I help first generation entrepreneurs really conquer the top eight struggle scripts that cause 80% of the pain that most people experience in their first few years being an entrepreneur. Most of our lives, we've been groomed to be w two employees to follow rules to work within a structure that's been given to us. And when you're not in that environment, ie an entrepreneur ship kind of hits the fan sometimes when you're not ready to engage with your life and engagement through your business as an entrepreneur versus the W two person that you grew up being groomed to be. So in refuel, we are literally identifying the specific struggle scripts, as I call them, those eight struggles, scripts, processing, how they show up for you in your business. And we're going to be making actual tweaks to your business and decisions about your business that's going to allow your thriving, allow your business to be profitable and create better client outcomes. Those are our three goals for everything we do in refuel. So I will be taking application calls for the June cohort, the June 2021 cohort, all you have to do is go to brainspace optimized comm slash clarity and book a time for us to talk about if this is a good fit for you. If it's a good fit for the time and space, you are in your business, we can talk through all of those things. You can learn more about refuel by going to brainspace optimized comm slash refuel. Okay, on to the episode. Okay, so this concept of processing your privilege, apart from picking your pricing and packaging, came to us kind of in two different ways from clients. And so that's where I want to start. So client a was talking about raising her prices and raising her prices to ones that are going to be profitable, are going to deliver good client results and are going to help her business actually be like profitable, make sure that she's not

overworking and that there's money left in the business. It can be healthy itself as well. And we were talking about what price point that would be. And one of the things that she kind of offhandedly mentioned was, I don't want to go too high, because I don't want to block anyone with price. Like I don't want there to be folks that can't afford my services. So in this case, the idea about privilege came up from her own thoughts, that not everyone can afford this price, I need to stay affordable. I can help more people that way. Like all of these thoughts came in, and there were thoughts that she held about her privilege, and about her clients privilege that they had or didn't have. Mind you. That whole conversation was a much longer conversation around pricing. But that came up. And that was one of the things we coached through. Client B was on a phone call with someone that she trusted and she was explaining to him her coaching and she was really excited about it. And he had made a remark reflecting that well you can price that if you want but then that means you're only going to be working with preppy white women because black people Don't pay prices like that, in her case, the thought about what black people or anyone else thoughts about what a certain people group would pay or not pay came from outside of her she was not thinking that before someone brought that to her attention brought that to her brain. So both of my clients had input stimulus, one externally, one internally that had them pausing and going, hmm, hold on, something is happening or like this is a flag about my privilege, and about the privilege I think my clients do have or my clients don't have. So what I want to talk today about is when you're in this place of kind of seeing that flag, something brings your privilege to your attention. And by privilege, again, there's racial privilege, there's gender privilege, there is class privilege, I am a black woman, but I also fully able bodied, and generally slim, so I have privilege, as well. It's called intersectionality. Look it up. But the challenge comes is when you have that stimulus, that flags something in you, that triggers something in you that makes you acknowledge or see or need to look at your privilege, that is not the place to make business decisions from, okay, because typically what happens in those scenarios, is you have a thought that thought triggers emotions. And not typically this is what always happens, a circumstance happens, you have a thought, it triggers an emotion, you act or don't act, and it creates a result. In this particular case, if either my clients wasn't working with me, or we hadn't had that conversation, or they were making decisions about their packaging, and pricing, thoughts about privilege are either brought to them or come up in their own head. That's kind of the circumstance, they have thoughts about their

privilege. Typically, when you're being presented with your privilege, and you are not skilled at processing, you have feelings of guilt, and shame and fault. And like all of these things come up, and then our brains and bodies go to work acting in a way that either gives us more of that emotion or less of it. So for instance, typically, our brains want to run away from negative emotions. So if you're feeling shameful, and having, you know, fault, or confused, or like any of those thoughts, your brain's main priority is going to be tried to escape those emotions, right. So to do so, one of the things that some business owners try to do, instead of processing their privilege, separately, they don't acknowledge it, they go, Oh, that feels bad. That feels horrible. I hate that this is the reality. And as a response, they're like, you know what, I'm going to make it so that I never am unaffordable

for anyone ever, which is a problem. Because first of all, it's a reaction, not a response, or reaction is an unexamined response, a reaction does not have agency to it, it's just the default action that your brain does. And that's not how you make good decisions. That's not being a CEO, that's not being thoughtful, like, it's just a response. So it's not all that helpful or useful, and what you want, it's just a reaction. So it's not all that useful. What you want is to respond to the thoughts and to the emotions. When you're able to make thoughtful responses to your thoughts and emotions, you have so much power over yourself over what happens in your business and in your life. And that's the place that I want clients making business decisions from not as a reaction, but as an actual response. So to sum it up, again, you're presented with stimulus either from your own brain thoughts from your own brain, or externally, you have a thought about that stimulus experience in emotion. And based on that thought, then you try to either escape that emotion or move towards that emotion. Typically, if it's a negative emotion, you try to move away from it. And that can show up in your business like choosing packaging and pricing that doesn't serve you that doesn't serve your clients, and that doesn't serve your business. So what you don't want to do is to react, what you do want to do is respond and be able to be in a place where you can take responsibility, which gives you agency there's options. There's action in that which is more useful not just for you and in your business. But in a world where some of us have more privileged than others. I want to pause here and give this like loving shout out to my white clients, my white peers, it does no good for anyone for you to be overwhelmed and overworked. No single person of color ever benefits from you being unable to get out of bed in the morning. Like that's not helpful. your self flogging, which is your brain instead of being your You're able to be curious, your brain turns it into a way to like beat yourself consistently. Like, that doesn't help anyone. It's not useful. And I think the patriarchy and kind of the goal of white supremacy is to have you believe that for me to succeed is for you to not succeed for me to succeed. And for me to have means for you to be just broken down and destitute and destroyed. I always question every dichotomy I see, always question the dichotomy, it has to be this or this, because it's always a lot if they're always made up dichotomies. And this particular dichotomy has two groups fighting each other, predominantly white women, and minorities. So we're constantly fighting for enough, when there was already enough, you've been thinking about your privilege, and how you want to show up in your business, how you want to present how you want to interact with the world, then make it a response and not a reaction. So like, if you want people of color to have more, make a lot of money and spend it where accounts have enough energy to get on, you know, boards, and in the rooms, where decisions are being made, and do something about the inequity that you're seeing, like, have enough self composure to ignore, you know, Petty one off conversations on Twitter and go deep with the people in your life where you need to have significant life changing conversations, okay? are thriving, is connected, you're thriving, is connected to my thriving, in my opinion, the most useful thing you can do is thrive and then get to work. Okay, so I'm gonna wrap this episode up by saying this. So if you've chosen to have a business, you cannot spend all of your time being consumed

with the fact that you have privilege. And just by virtue of having a business, you've decided to participate in capitalism, okay, it's just a choice that you have

made, you can choose not to, but if you're going to choose to do so it is better for everyone, if you create a business that thrives because it's literally better for everyone involved. So this is what I want you to think about as you acknowledge your privilege are brought either by you know, external stimulus or your own thoughts, get real curious. Get very, very curious. Notice, on one hand, your brain can literally just be flagging, like, hmm, here's unexamined privilege, awesome. It's gonna be wildly uncomfortable to get into this, do it totally fine. Let it be uncomfortable. Okay, process those things separate from trying to make business decisions. When you've gotten to a place of thoughtful examination, and done the work there is loads of resources on the internet. So we're not going to get into that here. Go find them. Once you've done that, and you are ready to make business decisions. Know that your work in your business is not to prove not to defend yourself and not to make it easy for people. Your job is to create transformation, it's to create client outcomes, price and packaging is a way that gets your clients and outcome. That's what's most important is that clients get the outcome that they're after pricing affordably, which is subjective, does not absolve you of your privilege, okay, changing your pricing and packaging, as a reaction to you feeling poorly does not absolve you of your privilege. So it doesn't even work for that. And it potentially makes it so that you are not thriving physically, mentally, emotionally, which means you can't have conversations you need to your business isn't thriving. So why be in business anyway, your business isn't can't be healthy, and your clients will likely not hit their outcomes because you've put together this like half or a quarter version of what you normally offer thinking you're doing someone a favor by making it less expensive, okay? And none of those things absolve you from your privilege either examine your thoughts apart from your business, be a human feel the negative emotions, go back to your business and go Okay, what's going to create the best outcomes for all three, those your business be thriving, you thriving, your clients thriving are not separate. They're all connected, and make decisions that are responses versus reactions. Now from this place, you might decide to create an offering or offerings that are more accessible, but choose that on purpose and choose it in a way that honors all three sides of that triangle. You your business and your client do not choose it as a point of reaction. Okay, I'm recording this episode right after some conversations with clients. So there are things that I have left out thoughts that I have, but I want to hear your thoughts and I want to hear a response to it. So you can hit me up on Instagram send me a DM I'm at brainspace optimized or send me an email. I'm Haley at brainspace optimized.com. And lastly, I'm just incredibly grateful for Everyone who listens I've gotten a lot of really cool emails and messages from you. So if you have anything to say at all shoot me an email hit me up on Instagram. I am excited to hear from you. Alright, I will see you on the next episode. Thank you for listening to this episode of one year from now you can find the show notes and all the links we mentioned at brain space optimize comm slash podcast if you want to chat me up about all things entrepreneurship, then head to brain space optimized comm and join my email list. This is where we have rich conversations about the experience of business ownership is thoughtful, it's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram at brainspace optimized We will see you in the next episode.

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