

MAKE MORE MONEY AS A DIETITIAN EP.171: Price Transparency

Intro

Welcome to the Make More Money as a dietitian podcast, where we talk about all things money, mindset, and marketing, so your nutrition business can thrive and you can make a bigger impact in the marketplace. I am your host, Christine Dyan, registered dietitian and money mindset expert. Let's get started with today's episode.

Episode start

Christine: Hey there, my friends. Welcome back to another episode of The Make More Money as dietitian Podcast. So this week's episode is a little spicy. My goodness, God, I did not know how. Many strong opinions there are within our dietitian community in regards to whether or not we should have pricing on our website or not.

So I did a podcast episode on this very early in the, In the podcast, like very early on, I did, I think the episode is called Pricing on your website, Yay or Nay or something crazy like that. And so I just wanted to follow up on this topic because I saw a bit of him. Discussion in one of the RD specific Facebook groups on this.

And, wow , that's really all I have to say is like, wow. So many strong opinions, so many strong judgments about people who do not put their pricing on their website. A lot of. Very interesting adjectives used about people who don't put pricing on the websites. And, the truth of the matter is that we all get to decide and they're really are more than one reason why a person may choose to not put the pricing on the website.

And so on this episode, I talked to you about why I don't. My pricing on the website, and it has nothing to do with what a lot of people think, in regards to why a person wouldn't put pricing on the website. Now, this isn't this to say that in the future, That I won't put pricing on my website. I may decide to do that in the future, but for now, the way my business model is set up, I do not have pricing on the website and I talk to you.

About the reason why. So, like I said, this episode is a little spicy. I almost did not even wanna publish this because it felt like a bit of a rant. And, yeah. I'm just giving you a heads up about this episode. I don't think I throw out any, f bombs or curse words, even though. You still might wanna put on your earbuds if you're gonna be listening to this around young ears.

All right, so let's go ahead and get started with episode 171 on price transparency. Okay.

Hey there, my friends. Welcome back to another episode of The Make More Money as a dietitian podcast and welcome to episode 171 where we're gonna be talking about price transparency. So today I am choosing to have this conversation about price transparency, based on conversations that I've been hearing from some of you, my beautiful colleagues.

I love you all so much and I want to thank all of you for giving me consistent, podcast content to. Continue to put out here around, money mindset and marketing. And so earlier in my podcasting journey, I did an episode on, whether or not you should put your pricing on your website or not. I think it was pricing on website, yay or nay.

I don't know the podcast episode off the top of my head, I probably should. Look that up before I hit record, but nevertheless, you can find it wherever you're listening to this podcast episode today, and you can also find it on our website. On the podcast page, again, the name of it is pod. I mean, excuse me,

The name of it is, Pricing on your website, Yay or Nay. But today I wanna talk about price transparency, which really is just pricing on your website, yay or nay 2.0. But that's too long, y'all. I didn't wanna say that. So today we're talking about price transparency and I've been hearing so many of you.

Differing opinions and I am placing emphasis on opinions on whether or not it is, right, or whether it is ethical. That's a big one. Or whatever word you want to use to have your pricing on your website or whether or not you believe others should have pricing on their website. And what's interesting to witness is, a lot of you believing that people who don't.

Have the pricing on their website are not being fully transparent. Now, I just wanna tell you that you have a right to your opinion because that is all that that is. Okay, my friends. That literally is an opinion. It is also a judgment. Let's just keep it real and judge, Judge. Not, but this is what we do.

like we can say we shouldn't judge, but this is just what human brains do. We judge everything. We look outside and we make a judgment about the weather. We, some of us judge the sunny days as being too bright and some of us judge the sunny days as being beautiful. Some of us judge the weather when it's raining.

Oh my god. I, you know, can't stand it when it rains. Whereas some of us love the rain because they feel that it is refresh. Okay, so as humans, we judge everything. What I really want to make clear in the beginning of our conversation today is that whether or not you believe someone is being transparent, if.

Put their pricing on their website or not. That is your opinion and it is a judgment. We don't know why anyone would or would not, or chooses to, or chooses not to put the pricing on their website. It is absolutely not true and or factual, I should say, that the majority of business owners, no matter what business they are in, That if they don't put it on their website, put their pricing on their website that they are being misleading.

That is not true. My friends. Why, Why do we make up these stories? Like it's the news y'all. What I noticed in this particular conversation that I saw online amongst my beautiful colleagues is, So many of y'all are choosing to believe that people are being misleading, dishonest. I even witness someone choose words like obnoxious.

Someone finds it obnoxious when. Websites are cryptic about their pricing. Like, whoa, major judging, very interesting choice of words, like, What is happening ? Like that is big, obnoxious, and cryptic. Oh my goodness, God. So I said, You know what? This is a perfect opportunity to just. Put this out here. Let, let's, I'm gonna use my platform because I like to stir up the pot.

Let me just tell the truth and stay in church. I love to stir the pot because y'all, some of y'all are out here just doing the absolute most with your assumptions about other people who choose to do business in the way that they want to do business now. Here's the thing, , none of this, in my opinion, is obnoxious or cryptic or anything, misleading.

None of that is true or factual for everyone. Now, of course, there are people out there who practice manipulative strategies and things of that nature, but the truth of the matter also is that's not the majority. That is not the majority of my friends. When you visit someone's website and you, and they don't have their pricing on the website and you choose to just walk away, because of that, you

could potentially be missing out on something for yourself that you actually need because you immediately have a judgment around whether or not they have pricing on their website.

You're probably judging or maybe, maybe. Let's just use this as an example that you may be judging that they're not an ethical business owner because they're not being fully transparent about their pricing. So then you probably maybe go on to further judge, Oh, what kind of business owner are they? How can they possibly help me if they can't even be transparent about how much they charge?

But cool, your heels buttercup. What if. They choose not to put the pricing on the website for all of the other reasons that you haven't even thought of yet. There's so many reasons why people choose not to put pricing on the website, and I can almost guarantee you that the majority of the negative ones that you're probably thinking are not true for those people.

I actually tested the whole website pricing. Or I should say pricing on the website. And I tested it years ago before I even started working with dietitians. I put my pricing on my website, when I was working as a regular dietitian, and then I decided, let me take it off and just see. It was like, you know, let's experiment with this and you wanna know what happened.

Nothing, . Absolutely did not change the number of people who decided to work with me or not. It absolutely did not change the number of people who decided to even schedule discovery calls with me or not. It did not change it. As a matter of fact, if I had to be fully honest and transparent when I didn't have the pricing on the website, I actually got more inquiries for discovery calls, and maybe that was for what, Maybe they were curious, right?

But it did not affect the number of discovery call conversion into clients, the client conversion rate. Pretty much remained consistent. Can you believe it? And I'm telling you that this was when I was working as a dietitian, not as a mindset coach. So my friends who are working as dietitians, let us take a look at ourselves about why we're making these harsh judgments.

on whether or not someone is ethical in their business practices because they don't choose to put pricing on the website or not. I personally, for me, I don't put the pricing on my website because I wanna have a conversation with people before they decide to sign. I wanna make sure that my program and the work that I do is a good fit before they just decide to invest in themselves through my work.

I personally do not want your money just because you might think that we're a good fit to work together. Okay. And I'm almost positive that there's a very small percentage. Of people who even believe that to be true. For the majority of people who choose not to put pricing on the websites. Some of you might go to my website and say, Oh, she's not even telling us how much the incubator costs, or she's not even telling us how much private coaching is.

She's trying to hide the pricing. It's probably ridiculous. It's obnoxious. Well, okay . It's ridiculous. Obnoxious. Whatever adjectives you decide, but I'm here to tell you myself that the reason that Christine, Dyan Thompson do not put pricing on her website is because I don't want your money until I decide that we are mutually good.

That we, I should say, mutually decide that it's a good fit. And my dietitian, friends who are business owners, you should want the same thing. But there's so many of y'all who have money, beliefs, and mindset work that needs to be done. You can't even see beyond your judgments because you believe that they're true.

You believe it's factual. You believe that you're reporting the news about price transparency. People aren't being transparent because of something negative, something manipulative. And I wanna invite you to think about why do you think that way? And a lot of you who listen to this podcast are business.

and a lot of you who listen to this podcast want to become business owners, and if you don't get your stuff together with your mindset, my friends, oh my God, how can we. Become a profession that is well respected, that is paid what our services are truly worth. When we are thinking about other businesses in a very negative way, that the people who make the most money are the most manipulative.

That is not gonna be helpful to you in your business journey. I will guarantee that you will stay broke. I'm very confident in saying that, honestly. So for those of the people who choose not to put their pricing on the website, you, you don't have to work with them. Like you get to choose too. Right. But I also wanna share with you that you're, you're cutting.

You could potentially be cutting your own self off at the. You could be missing out on someone who could genuinely be of help and of service to you because you just walk away based on some arbitrary missing piece of the puzzle that you could actually connect with another human over the phone or over zoom and have a conversation.

I mean, basic human needs are being met right there. Meeting someone. Maybe even if they can't help you, you will have met someone that could potentially help someone else. I don't know. I, I mean, I'm just a human over here. Human life, seriously. And I, I don't have any manipulative practices. I literally do not want anyone's money unless they are a good fit for the work.

I have a sense that there's a lot more people out there like me than some of you are willing to believe. And then there's people who aren't like me and hey, but this is, this is the gamble of life. This is what we do. Y'all like, life is a risk. Every day you walk out the door, you may not even come back.

Hello? We take risks every day. So, When it comes to pricing on your website, if you, my friend, are someone who is struggling in your mind about whether or not you should, you as a business owner should put that pricing on your website or not. I think that it's a good practice to have the pricing on the website, especially if the pricing is a, a small price.

So if you are selling something like an ebook or something like that, well, hello, duh. You know, that's considered passive income anyway. But if you have something that is of premium pricing and a person needs to make a larger than normal investment in working with, Then you don't want someone to make that decision without your consultation first.

You also, if you decide that you wanna put your premium pricing on your website, okay, you can do that. The thing that I wanna challenge you with is making sure that you are 1000% confident in your ability to display on your website the value associated with that number. So for example, I have a mentor who has a master's degree.

That, she promotes and she's a sales coach and she's pretty darn good, and she has very high success rates, like 98% success rate in her clients getting what they came for when they enroll in her mastermind. 98% of the clients that work with. Make that money back. That is how good she is. So therefore, she's super confident in her copy and all of her communication if you're on her email list, like she knows how to create demand for her mastermind program, and she prominently displays the cost of the Mastermind on the.

And she constantly has hundreds of people clamoring to get in every time she opens enrollment for this. And like I said, people get the result they came for. Not only do they get their money back, the return on the investment, but they also go on to make even more than that. So my friend, if you have a premium program that is \$10,000 or more, and I don't have no shame in saying that, the

majority of dietitians that are out there can create programs that are priced in that range.

Whether you are doing traditional work, whether you are doing integrative and functional nutrition, whatever it is, you get to decide whatever you wanna charge for something. That's not the issue, unless it's just an issue with you. Like, I don't have a problem with that. But if your pricing is \$10,000 or more, you wanna be able to sell that on your website without a problem.

You also wanna be able to, nurture your email list in ways that create demand for that program, and that almost sells itself every time you open enrollment for. If you're not confident enough to be able to sell a premium program on your website without having a conversation with someone first, then my recommendation is that you have a conversation first.

Truth of the matter is, I mean, there are many dietitians that still need skills and training on how to effectively communicate the value during a discovery call. What, What is your discovery call conversion rate? Because if it's not over 50%, then you definitely need to do that work too. So listen here, what I'm really wanting to share with you is this pricing on your website doesn't really make a difference.

Your confidence in your ability to sell makes a difference. Your confidence in the value that you're offering is what makes the difference, and whether you decide to sell via the copy on your website or on a discovery call doesn't really matter, but you need to have confidence in the value of your offer.

And collectively as a group, we need to stop judging other business owners as if we're reporting the news

because you have no idea why a person is not putting the pricing on their website or not. I'm sorry if you got burned, I'm sorry. But for the majority of us, we're not out here burning people. We're not, We're out here doing life, serving others and making a difference. I have clients who are doing amazing.

I have a client who just bought a Tesla this year. I have a client who has a nonprofit organization. I have a client who has created a whole podcast and is created a membership program. I have a client who just created a whole breath work class or course I have clients who are doing well with brands.

Collaborating with organizations. I have clients, I have two clients right now who are speaking at Finse this year, 2022. My clients are doing amazing things

and we decided together to work together. They didn't price shop based on, whether or not my pricing was on my website. They decided to have a discovery call with me and make a decision based on that.

Conclusion

So my friends, let's just stop, do the mindset work because in my opinion, what is obnoxious is all of the judgment. That's what's obnoxious. That is obnoxious. But you get to decide how you show up. You get to decide how you show up. Let's show up in support, integrity, and making an impact in our client's lives.

All right, my friends, that's what I have for you today on price transparency. You get to decide and you also get to stop judging. , have a great rest of your day and the weekend ahead, and I'll see you on the next episode of Make More Money as a dietitian. Bye for now.

Outro

Hey there. Do you wanna make more money as a dietitian? Then head on over to our website@manipuracenter.co. Again, that's Manipura, Centre.co, where you'll find free resources to get you started.

And if you are so inclined. Get your name on the waitlist for our upcoming incubator program. I hope to see your name on the list so that I can help you get started making more money as a dietitian.