

Kathryn: Welcome to episode 29 of Compass, I'm your host Kathryn Hunter. It's just you and me today. We're talking about pricing your services too low, doing a skills assessment, and how jobs that seem location dependent may not be. And be sure to stay to the end, I've got a free offer to get you started in your remote work life. You're listening to Compass, where we talk with location independent womxn about their work and the paths that got them there. We get into their stories of struggle and success, finding clients, figuring out what to charge, and of course, we talk money. Join us and take the next step in finding your direction.

Kathryn: We're having a special episode because this weekend I got an email that brought up a few topics that I really wanted to get into with y'all. One of the things that we don't discuss on Compass is teaching English to Chinese children. There are approximately 40 million companies that do that and we don't talk about MLMs. And the reason, well, there's two reasons we don't really talk about these. The first is I feel like they're everywhere because teaching English in that way is often almost an MLM in itself. You make more money recruiting other teachers than you do teaching your actual classes. The second reason is it takes a very specific personality type in order to do well at an MLM. Most MLMs are pyramid in structure, and I'm not referring to them as pyramid schemes. Some are and some aren't. Even the ones who aren't, they have a structure that is very similar to a corporate structure.

Kathryn: You have one person at the very top who is making the most money. You have a few people below them who are in management positions and then you have a ton of people below them who are varying from doing all right to losing money because you have to buy those starter kits. And because it takes a very specific personality type to succeed in those situations, just like it takes a very specific personality type to become a manager in a corporate structure, a lot of people don't do well. They invest in that starter kit and they think, oh well this must not have been the one for me, so they invest in another starter kit. Before long they're down \$1,000 and still have no actionable plan. I started Compass so that women could see how many location independent options really were available to us. Going location independent doesn't necessarily mean you're going to immediately start making a lot of money, but it also doesn't necessarily mean that you're going to be competing with lower priced workers from other countries.

Kathryn: One of the things that people who have been in business for a while will tell you: never compete on price, compete on value, because if your client is solely focused on price, it's never going to be low enough and they're always going to be a problem. If you go back through previous episodes, there are multiple stories of people saying, "you know, I took this client, it was lower than I thought I should be charging, but for whatever reason I did it and I regretted it." It happens over and over again because clients who are looking for service providers solely based on price, they're trying to get the most out of you for the least amount of money and what tends to happen is you end up, they say, "oh, well can we do this one other small thing? Well, can we add this one other small thing?" And your scope creeps up.

Kathryn: Your price is already too low. You're frustrated. You don't like them. By the time you end the contract, you don't want to work with them again and they go off to somebody else to do it again and you feel like you've wasted your time. I want to tell you a story about

a friend of mine. She's a freelance project manager and she was pitching a contract for a client she had worked with before, but it was a new contract and the woman in charge of the project came back to her with her pitch and said, "all of the guys who are pitching us at prices twice what you've got in your proposal, I want you to take it back and I want you to rewrite it and double your price and then resubmit." And what I found most interesting here was when she was telling me this story, she was also telling me that she had been concerned that she had priced too high.

Kathryn: And I hear this over and over and over again. And first, I am so thankful to that woman who came through from my friend and said, "look, you need to value yourself more." But again, if you go back through previous episodes of compass, so many of our guests have come in and said, you know, I started my pricing really low. I didn't think I could ask for what I really needed, for what my work was worth. And when they raise their prices, they often get a better quality of client because clients who are more concerned with value aren't going to nickel and dime you and try and pry work out of you that they aren't really going to pay for. What I would honestly say is, start with the highest price you feel comfortable with up it by 10% and every time you get a new contract, keep upping that price until people start to say no.

Kathryn: I mean obviously you don't want everyone to say no, but really you want some people to say no. I also see a lot of women who say, you know, I'd really love to become location independent. I really want to work remote, but I don't have any skills. Okay, sweet pea. I need you to quit lying to both of us because the thing is you have skills. You just can't see them. The things that you're good at are so easy for you, you think they're easy for everybody and I promise you they're not. I am one of the worst housekeepers in the world. I don't see it. It doesn't occur to me and I don't even care until it's practically a disaster. I have a very good friend who, cleaning her house makes her feel better. She likes the organization, she likes the structure. It makes me crazy.

Kathryn: I would be happy to pay someone like that to make sure that my home is taken care of, but for her it's so easy, it doesn't even occur to her. So if you feel like you don't have any skills, I want you to take the time to do a skills assessment, write down every work skill you have, every hobby skill you have, and every home skill you have. Also take into account things you used to do and enjoy, but don't get around to anymore. Then combine two or three at a time until you find some that actually sounded like jobs. That's where you need to start looking. That's where you need to start creating the career that works for you. There are also a ton of jobs that seem like they would be incredibly location dependent but don't have to be. We spoke with Alana Zivanovic, who is an events director.

Kathryn: Even with the word events in there, it sounds very location dependent, but when we talked about it, she said most of the planning is done over email and phone. She's only onsite for the actual event itself. While, not on the podcast yet. I've actually talked to a physician who does online consultations. There are a ton of options, so right now we're going to discuss three jobs that seem very location dependent and figure out ways to make them location independent. The first one is yoga teacher. Now most of us think of a yoga teacher as someone who is physically in the room correcting your form and guiding you through the poses, but I bet you've also all watched yoga videos. They could

be one offs. They could be a subscription. Actually that's what I would recommend is a monthly subscription. You could also have workbooks and worksheets, especially on progressing through certain poses.

Kathryn: You know you don't, you don't start out doing complicated inversions. There is a process to get there. This is definitely something you would want to have insurance for, but realistically if you're self employed you probably want insurance anyway. You can organize retreats and have a tax write off for going to places that you wanted to visit anyway. All right, and those are just the ones off the top of my head. That would also work for things like being a massage therapist, being a dance teacher, very physical jobs where you are generally speaking, present. You could also do the same thing as any kind of sports coach. Another one that seems very location dependent is nursing. Now this is one where you're going to need to check with your licensing board and what you may end up wanting to do is something that is nursing adjacent, like becoming a lactation consultant.

Kathryn: If you have an expat who has moved to her husband's country and she is not a native speaker of their language and her baby is having a hard time latching on, having someone who she can consult with over Skype may actually be a lot better for her than having someone who would consult in person, having videos, having a course, having those one on one consultations, it's going to make a difference in her life. So is there something like that that is adjacent to your focus as a nurse? Can you train in nutrition and help people make better choices because your status as a nurse already confers expertise in health. You can also consider becoming a private health companion of traveling with someone who has a chronic illness, but who really enjoys traveling. Again, licensing is going to be your primary concern here because I don't want you to lose your license, but I want you to figure out what works for you. And switching to an entirely different type of work.

Kathryn: People who things, especially if you are in the arts, but it doesn't necessarily have to be in the arts. I'm about to talk about pottery but this could work just as easily for someone who creates children's barrettes. I mean there is an entire spectrum here but going back to pottery, so let's say you are a potter and you tend to sell mugs and bowls and vases. Obviously you're not going to want to carry that entire setup wherever you go. Well you might want to, but it's not going to be particularly practical so this is really something where before you leave you're going to want to set up a very in depth video based course and also work on you know, by step-by-step worksheets and workbooks and things like that. Organizing arts retreats both for practice and for education purposes, so like learning about a local type of pottery, would be great options.

Kathryn: These are the things that have come off the top of my head in the last five to 10 minutes. If we really sit down and work at it, I bet we can double this list. If this is a discussion you would be interested in having with me about your skills, your future career I am currently offering. If you go to [compass pod.com/029](https://compasspod.com/029) at the bottom of the page there is going to be a link where you can go in and set up a time to talk with me. When you set up that appointment, you're going to get two things. You're going to get a worksheet that you'll fill in so that we can get right to the good stuff. You'll also receive a release because we will be doing this for the podcast. I'm perfectly happy with this

being anonymous, but these kinds of discussions are going to help other people and that's why I'm doing it for free.

Kathryn: So when we get on the call we will work through your skills assessment and figure out both passive and active income options for you. And let me know if you want more episodes where I talk about one specific issue about being a digital nomad. You can email me at kathryn@compassspot.com and let me know in general if you think this is something you enjoy and also specifically if you have anything that you want me to talk about. Actually, I would love to hear from you guys and that's going to wrap it up for today. I am really looking forward to seeing those applications for the skills assessment discussion come in. Alright, you guys have a great week and we will see you again next week.

Kathryn: If you want your own location independent life and are eager to take that next step, join us in compass insiders where every week I send you actionable tips, inspiration, and motivation so you can take that next step towards going remote. Join us now at compasspod.com/insiders Did you enjoy this episode of Compass? If so, please take a moment to write a review. Leaving a review helps other women find us so they can find their direction too. Thank you for listening to Compass. You can find today's show notes at compasspod.com/029 that's compasspod.com/029.