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The **Truth** About Pricing  
When You're Still Small!

# The Truth About Pricing When You're Still Small!

If your business is under \$100,000 a year, pricing feels personal. You don't just set a number and move on. You feel it in your stomach when you say it out loud. You worry that raising it will scare people away. You wonder if you've "earned" the right to charge more. You compare yourself to competitors. You convince yourself that being cheaper will help you win. Then you work harder than you should, for less money than you need, and you call it "building."

Let's be direct. Underpricing is one of the most common reasons small businesses stay small. Not because pricing alone solves everything, but because underpricing creates a chain reaction that destroys your margins, drains your energy, attracts the wrong customers, and keeps you in a constant state of hustle without stability. It is one of the most expensive decisions you can make because it doesn't just reduce your revenue. It reduces your confidence, your standards, and your ability to scale.

And most importantly, underpricing is rarely a math issue. It is usually a confidence and volume issue.

When you underprice, you're often doing one of two things. You are compensating for a lack of conviction in your value, or you are compensating for a lack of lead flow. Sometimes it's both. If you don't have a steady pipeline, every prospect feels critical. When every prospect feels critical, you negotiate against yourself. You discount too early. You lower your price to avoid rejection. You try to "make it easy" for people to say yes. But that move trades short-term relief for long-term weakness.

A real business does not run on relief. It runs on standards.

The market will not pay you what you want just because you want it. The market pays you based on perceived value, your ability to communicate that value, and your willingness to ask for it consistently. Massive action and ownership are what allow you to hold your price. If you are timid in your selling, inconsistent in your lead generation, and unclear in your offer, you will feel pressure to compete on price. If you become disciplined, visible, and relentless in creating demand, you earn the leverage to charge more and defend it.

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That is the truth about pricing when you're still small. Your price is not just a number. It is a reflection of your pipeline, your positioning, and your confidence.

Many small business owners make a simple mistake: they assume that lower prices reduce risk. They don't. They transfer risk into your business.

Lower pricing increases risk because it forces you to sell more units or serve more clients to hit the same revenue. It increases risk because it leaves you no margin for mistakes, refunds, slow weeks, or unexpected costs. It increases risk because it attracts buyers who shop on price, and price-driven buyers are the least loyal and the most demanding. They don't just ask for discounts. They ask for more. They push boundaries. They complain more. They churn faster. When you're underpriced, you don't just get less money. You often get more problems.

Underpricing also reduces your ability to invest. When margins are thin, you can't hire help. You can't upgrade tools. You can't run experiments. You can't spend on marketing consistently. You can't build systems. You stay stuck doing everything yourself, and the business becomes a job with unpredictable pay. It's not freedom. It's a grind.

And when you are exhausted, you don't sell well. You don't follow up with intensity. You don't show up consistently. Your confidence drops, so you underprice again. That cycle can run for years.

If you want to break it, you have to see what's really happening. Underpricing is often not a pricing problem. It's a leadership problem.

Leadership, in this context, means owning your value, owning your numbers, and owning your ability to create demand. You cannot price your business correctly if you are not willing to produce leads consistently. You cannot price your business correctly if you are not willing to sell with conviction. You cannot price your business correctly if you treat every prospect like your last chance.

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This is why volume matters so much. When you have low lead volume, you feel trapped. You fear losing any opportunity. You treat negotiation like survival. You accept weak-fit customers. You agree to custom work you shouldn't do. You say yes to things that drain your time because you don't know where the next lead is coming from. In that scenario, pricing becomes a defensive tool. You try to "close" the deal by lowering the barrier to entry.

But strong businesses do the opposite. Strong businesses use volume to create leverage. When you have consistent lead flow, you are not emotionally dependent on one buyer. You can qualify. You can hold your price. You can say no. You can walk away. You can protect your margins because you trust your ability to find the next opportunity. That trust comes from massive action, not hope.

That's why I'll say it clearly: before you obsess over the perfect price, you need to build the pipeline that makes pricing power possible.

Now let's talk about confidence, because this is where most owners avoid the truth. Confidence in pricing is not something you wait to feel. It is something you build through repetition, proof, and positioning. If you are still small, you may not have dozens of testimonials, case studies, and years of history. That's fine. You can still price with confidence if you build a clear offer with a clear outcome and a clear process that you can articulate. Confidence doesn't require perfection. It requires clarity.

Most underpricing happens because the offer is vague. When you cannot explain why someone should pay more, you lower the price. When you cannot explain the outcome clearly, you lower the price. When you cannot explain your process, you lower the price. But when you are clear, price becomes easier to defend. Clarity is the foundation of conviction.

This is also where bold decision-making enters. Raising prices is often not a technical decision. It is a courage decision. It is you deciding that you would rather have fewer, better clients than many low-margin clients. It is you deciding that your time has value. It is you deciding to stop working at a rate that forces you to stay small.

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Too many owners tell themselves they will raise prices "once they're bigger." That is backwards. You get bigger by making decisions that create margin and momentum. You don't raise prices because you're already successful. You raise prices so you can build a business that has room to succeed.

Of course, raising prices without fixing volume can create pressure. That's why pricing and lead generation must be improved together. If you raise prices but your lead flow is weak, you will feel exposed. You will revert back to discounting the moment a prospect hesitates. Your pricing will be unstable because your pipeline is unstable. That is why massive action is non-negotiable. You need consistent lead generation so that pricing becomes a strategic choice, not a desperate compromise.

This is where scaling thinking matters. Scaling thinking means you stop building your business around what feels easy. You start building it around what is sustainable. A sustainable business requires margin. Margin requires pricing discipline. Pricing discipline requires confidence. Confidence requires proof. Proof requires action. And action requires you to step outside your comfort zone consistently.

If you want practical execution guidance woven into the reality of running a small business, here is the principle you should operate by: you cannot discount your way to scale. You can only scale through volume at a healthy margin, and healthy margin requires you to hold your value.

That means you must learn to handle objections without collapsing. When someone says, "That's expensive," your job is not to apologize or reduce the price immediately. Your job is to clarify the outcome and the cost of not solving the problem. Your job is to ask questions and qualify whether they are the right client. Your job is to stand on your process. Price objections are often clarity objections. People resist when they don't fully understand the value or when they are not serious. Lowering the price too quickly trains your market to negotiate with you.

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It also trains you to distrust your own value.

A bigger mindset shift you need is to understand that your goal is not to be affordable to everyone. Your goal is to be the obvious choice for the right people. If you try to be cheap enough for everyone, you will become average to everyone. If you build a clear offer, market it consistently, and sell it with conviction, you will attract clients who value results, not discounts.

That's how you grow beyond survival.

The decisive conclusion is this: pricing is not just a number. It is a reflection of your standards, your pipeline, and your confidence. If you're underpricing, don't pretend it's "strategy." Admit what it is. Either you don't believe in your value yet, or you don't have enough volume to hold your price, or both. Then fix the real problem.

Build more lead flow through massive action. Tighten your offer so the value is clear. Sell with conviction and follow up with discipline. Raise your standards and stop negotiating against yourself. The business you want will not be built by playing small. It will be built by acting like an owner who expects growth and is willing to do the uncomfortable work required to earn it.

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