



## CLAIRE WASSERMAN

*"The coach getting ladies paid!" - Robin Roberts*

You're good at what you do. You know that. So why are you still underpaid, over-explaining, and convincing yourself that "someday" it'll be your turn?

If you're tired of "performing confidence" you don't feel, saying yes when you mean no, or watching other people take up space while you make yourself smaller — you're in the right place.

You don't need to hustle harder or fake it till you make it. You need to understand why you shrink, why you retreat, why you keep running the same patterns even when you know better. And then make the changes you've been dreaming of - and deserve.

That's where I come in.

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## Who This Is For

My clients are high-achieving women who are successful on paper but stuck in practice—or who *were* successful and now feel like they're just surviving. They typically fall into one of these camps:

1. **You're running on fumes and can't figure out why everything feels so hard.** You used to feel competent, maybe even excited about your work. Now you're just getting through the day. You know something needs to change, but you don't have the energy to figure out what—let alone do it. You're doom-scrolling instead of resting, lying awake at midnight replaying conversations, and wondering where *you* went in all of this.
2. **You know what you want—but you can't make yourself go after it.** The promotion, the raise, the creative project, the career change. You can see it clearly. But every time you're about to advocate for yourself, something kicks in—you freeze, you hedge, you "wait until the timing is better." Your problem isn't clarity. It's follow-through.
3. **You know something needs to change—but you can't name what comes next.** You're compensated but soul-starved, or you've outgrown your role but can't picture what's on the other side. You have deep knowledge and experience but can't translate it into something new. Your problem isn't motivation. It's direction.

**What all three have in common:** you've done everything "right" and still feel stuck. You're not starting from zero—you're starting from "I've already done so much, why doesn't it feel like enough?"

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## The Patterns I Help You Break

These are the things that keep brilliant women exhausted and undervalued:

**The People-Pleasing Trap** You've become the person who keeps the peace, says yes, absorbs everyone else's stress, and takes everything personally. You're so focused on making sure everyone else is okay that you've lost track of what *you* actually want. And it's eating you alive.

**The Productivity-as-Worth Equation** You can't rest until everything is done. You feel guilty reading a book when there's laundry to fold. You've earned the right to relax... but only after you've earned it. (Spoiler: you never feel like you've earned it.)

**The Overthinking Spiral** You replay conversations at midnight. You agonize over punctuation in emails. You assume that terse message means they're mad at you. Your brain is always solving for threats that may not even exist.

**The All-or-Nothing Cycle** You're either crushing it or falling apart. You start a creative practice with enthusiasm, then abandon it when life gets busy—and feel too guilty to start again. You don't know how to do things imperfectly or in small doses.

**The "I Should Be Grateful" Minimization** You have friends who are unemployed, people who have it harder, reasons you "shouldn't" complain. So you swallow your frustration and tell yourself your problems don't count. But they do. Different hard is still hard.

## How I Work

I'm like a therapist for your career—we go deep, but we also get practical.

- I. **First, we stop the bleeding.** Before we talk about where you want to go, we figure out where you're leaking energy. The people-pleasing, the overthinking, the hustle-crash cycle, the inability to rest. We patch the boat so you have

capacity for everything else.

- II. **Then, we get clear on what you actually want.** Not what you think you should want, or what looks good, or what's "realistic." Your actual north stars—how you want to *feel*, not just what you want to achieve.
  - III. **We unpack why you haven't gone after it.** The patterns, the stories, the nervous system responses that kick in every time you're about to advocate for yourself.
  - IV. **And we build the strategy and skills to make it happen.** Whether that's negotiating a raise, navigating office politics without losing your soul, pivoting your career, preparing for an interview, or finally protecting time for the things that actually nourish you.
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## What Clients Say

*"I got more out of one session with Claire than months of therapy. I didn't just feel seen, I felt challenged to face hard truths."*

*"She cuts through bullshit like a laser. She's worth what you are willing to face."*

*"Claire helped me negotiate \$25K more—and I closed the process knowing I left nothing on the table."*

*"Claire holds your hand and kicks your butt."*

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## Ways to Work Together

### Single Sessions

**30 Minutes (\$175)** — Best for unblocking a decision, gut-checking your approach, or getting unstuck on something specific.

**60 Minutes (\$350)** — Best for interview prep, negotiation strategy, career pivots, or anything that needs more space to unpack.

### **90-Day Coaching Program (\$3,000)**

This is for women who have a goal they keep not going after—or who are so depleted they can't even think about goals yet.

In 90 days, you'll stop the energy leaks, get clear on what you actually want, and start building a life that doesn't require you to run on empty. You'll have a clear plan, you'll have actually started executing it, and you'll have evidence you can trust yourself to follow through.

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## **The 90-Day Program: From Stuck to Started**

### **This Is For You If...**

- You're exhausted but can't figure out where all your energy is going
- You keep saying you don't have time for the things that would actually nourish you
- You know something needs to change but haven't been able to make it stick
- You've done the inner work but struggle to translate it into action
- You keep making "automatic exits"—giving up, backing down, or talking yourself out of things
- You want clarity AND a concrete plan—not just inspiration
- You're ready to be honest with yourself and do the work

### **This Is NOT For You If...**

- You want someone to hand you the answers (this is collaborative, not prescriptive)
  - You're in an active crisis and need therapeutic support first
  - You're looking for a quick fix or a magic bullet
  - You're not willing to do the work between sessions
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## **Scenarios I Specialize In**

### **The Burned-Out Creative Who Lost Herself in the Grind**

You went into your field because you loved the work. Somewhere along the way, the politics, the clients, the endless hustle swallowed that spark. Now you're not sure if you want to stay in your industry, leave it, or just figure out how to survive it without losing yourself completely. You need to reconnect with what actually matters to you—and protect enough energy to pursue it.

### **The People-Pleaser Drowning in Office Politics**

You're good at your job, but you're exhausted by everything around it. The passive-aggressive emails, the decisions made above your pay grade, the constant managing of other people's emotions. You want to be respected and valued without having to play games or lose your empathy in the process.

### **The Golden Handcuffs Dilemma**

You're well-compensated but soul-starved. You want meaningful work but you're afraid to sacrifice financial security. The thought of starting over feels overwhelming—especially when people depend on you.

### **The Ambitious Achiever Who Hit a Wall**

You do everything "right"—stellar performance, great relationships, impressive results—but you're not advancing as expected. You're getting to final rounds but not closing the deal, and you can't figure out why.

### **The Brave Leap in Progress**

You're already pursuing a major transition but paralyzed by analysis paralysis. You have the courage but lack clarity, strategy, or confidence. Every option feels like it could be the "wrong" choice.

### **The Expert Ready to Evolve**

You have deep knowledge and experience but struggle to translate it into something new. You're caught between your established identity and who you're becoming.

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## **What Our Six Sessions Will Cover**

After our 90-minute intake call, I customize the curriculum based on what you actually need. Here's the framework:

**Capacity.** Before we can talk about where you're going, we need to stop the bleeding. Where are you leaking energy? What patterns are draining you? We identify your triggers, map your spirals, and build body-based practices for your specific stress responses. You'll create a personal "spiral interrupt protocol" for when you get activated—and start expanding your capacity for discomfort *and* for joy.

**Clarity.** Where are you going and why does it matter? We map what's working, what's draining you, and what your frustrations reveal about your values. You'll identify your "compass sensation"—what it actually feels like when you're aligned—and set your 90-day goal.

**Obstacles.** What patterns keep getting in your way? We trace your limiting beliefs back to their origin stories. You'll understand *why* you do what you do—not to excuse it, but to finally have a choice about it.

**Positioning.** You'll validate your direction through real conversations (not just planning). We'll build your story bank: 5–7 stories ready for asks, interviews, or hard conversations. You'll learn to own your narrative.

**Execution.** We identify your core motivators—what actually drives you, not what you think should—so your systems work with your wiring, not against it. You'll design daily, weekly, and monthly rhythms built around how you actually operate. We'll prepare for your specific goal (negotiation, pitch, boundary, launch) and finalize your 12-month roadmap.

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## What You'll Walk Away With

- **Relief.** The energy leaks identified and patched. Room to breathe.
  - **A 90-day goal you've actually pursued**—not just planned.
  - **A 12-month roadmap** with milestones, action steps, and check-in points so you can continue the work yourself.
  - **A personalized internal toolkit**—body practices, mental scripts, and a spiral interrupt protocol designed for your specific patterns.
  - **Your story and positioning language**—ready for asks, interviews, pitches, or hard conversations.
  - **Evidence you can trust yourself**—not just doing the work, but witnessing yourself do it.
  - **Systems for momentum**—daily, weekly, and monthly rhythms that actually stick.
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## What's Included

- ☐ **90-Minute Kick-Off Call** — Deep dive into where you are, where you want to go, and what's been getting in the way.

- ☐ **6 Private Coaching Calls (60 minutes, biweekly)** — Just you and me. We go where you need to go.
  - ☐ **13 Weekly Loom Videos** — Each week starts with a teaching video introducing new concepts and walking you through that week's exercises.
  - ☐ **Weekly Workbook Sections** — Delivered week by week so you're never overwhelmed. This is where the real work happens.
  - ☐ **Weekly Workbook Review** — Submit your work and get my feedback via email or voice note. You're not doing this alone.
  - ☐ **Email Access to Me** — Ask questions anytime throughout the week. You don't have to wait for a call to get unstuck.
  - ☐ **LLC of Me** — Complete done-for-you job search strategy including master interview prep, resume/CV and LinkedIn profile makeover (\$997 value)
  - ☐ **Optional: Morning Accountability Group** — Join my free accountability group, Monday–Friday, 8–10am ET. Show up when you need the structure.
  - ☐ **Discounted Ongoing Sessions** — Whenever you need support after the program, I'll make myself available at a discounted rate.
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## Pricing

**Pay in full:** \$3,000

**Payment plan:** 3 monthly payments of \$1,100

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## Next Steps

**For single sessions:** Book directly here ([30 min](#)) or here ([60 min](#)).

**For the 90-day program:** [Book a free 20-minute fit call](#) so we can talk through what's going on and whether we're the right match. No pressure—if it's a fit, we'll pick your start date. If not, I'll point you somewhere better.

Questions? Email: [claire.wasserman@hey.com](mailto:claire.wasserman@hey.com)

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## About Claire

Claire Wasserman is a coach, speaker, and bestselling author who helps high-achieving women transform self-doubt into self-trust so they can reach their career goals—without burning out in the process.

Through her newsletter [Ladies Get Paid](#) and [Substack](#) (read by a combined 70,000 subscribers), she integrates financial psychology with nervous system science to help women stop performing for approval and start standing on their own two feet.

Claire has spoken at Harvard Business School, NASA, Facebook, and the United Nations. Her book *Ladies Get Paid* was published by Simon & Schuster. She holds a Master's Certificate in Financial Psychology and Behavioral Finance.

What she doesn't put in official bios: her son's medical crisis became the catalyst for everything she now teaches about nervous system regulation and building capacity. She knows what it's like to have your world fall apart and have to rebuild from the inside out.