



## Equity Pricing Guidelines

### Business Coaching

This practice is rooted in social justice. Our goal is to help individuals feel more empowered, while also pushing for a more communal and inclusive definition of empowerment. That means making our courses accessible to a broad range of people, including those who don't have the financial resources to pay for it. To do this, we offer equity pricing to individuals experiencing financial hardship.

Courses are a part of our livelihood, and we must consider the need to support ourselves and our families financially. We ask that you trust and respect this. Likewise, we trust and respect you, and do not ask for income verification for equity pricing. **This is an honor/honesty system.** We trust that you will select a price point that reflects your current capacity.

We aim to prioritize based on intersectional needs, which may include folks who:

- Are Black, Indigenous, South Asian or a Person of Color
- Are supporting children as a single parent or have other dependents
- Are experiencing discrimination based on melanin, caste, or class
- Are experiencing financial hardship and have instability in-home or food
- Have significant debt
- Have medical expenses not covered by insurance or a medical condition that prevents you from working
- Are eligible for public assistance
- Have immigration-related expenses
- Are an elder with limited financial support
- Are an unpaid community organizer
- Are a returning citizen who has been denied work due to incarceration history
- Are experiencing discrimination in hiring or pay level
- Are living with a disability

**Consider making space for someone else to benefit from the equity pricing if you:**

- Own the home you live in
- Benefit from racial, gender, colorism, caste / class privilege
- Have investments, retirement accounts, or inherited money
- Travel for recreation
- Have access to family money and resources in times of need
- Work part-time or are unemployed by choice, including unemployment due to full-time school in a degree-earning program
- Have a relatively high degree of earning power due to the level of education. Even if you are not currently exercising your earning power, we ask you to recognize this as a choice.

*(h/t Susanna Barkataki of [Embody Yoga's Roots](#) for this list)*

***The codes below are valid for use on both pay-in-full and payment plan options.***

**Use the code EP25 for 25% off the price of business coaching. Consider using if you:**

- Are working part-time with no other financial support (including a partner or family)
- Have stable income but your family or cultural background has been impacted by trauma
- Have stable income and identify as BIPOC
- Have stable income and identify as part of a marginalized community (i.e. LGBTQ+, disabled, or fat among other marginalizations which may impact your capacity to participate in courses)

**Use the code EP50 for 50% off the price of business coaching. Consider using if you:**

- Are currently experiencing significant financial hardship
- Have stable income but your family or cultural background has been impacted by trauma
- Have stable income and identify as BIPOC
- Have less stable income and identify as part of a marginalized community (i.e. LGBTQ+, disabled, or fat among other marginalizations which may impact your capacity to participate in courses)

***If you need an extended payment plan or a greater than 50% fee reduction, please email [hello@alissarumsey.com](mailto:hello@alissarumsey.com) and we will send you a code.***

If you are *not* experiencing serious financial hardship but are not ready to invest in business coaching, we offer several lower-cost options, including:

- **For Clinician Business Trainings:**

- Free Workshops include:
  - [5 Steps to Start a Private Practice](#)
  - [How to Improve Your Client Retention](#)
- [Free business resources](#) include:
  - Getting Started Business Checklist
  - Financial Forecasting Workbook
  - Charting note template
  - Discovery call template
  - Ideal client/niche workbook
- Subscribe to my free [Liberated Clinicians Newsletter](#)

- **For Intuitive Eating/Weight-Inclusive Care:**

- My book [Unapologetic Eating](#), from \$10
- [Free downloadable resources](#) like *5 Steps to Start Intuitive Eating the Unapologetic Way* and the *Intuitive Eats: Gentle Nutrition Cookbook*
- Hundreds of free articles on my [blog](#)

If you have any questions, please email [hello@alissarumsey.com](mailto:hello@alissarumsey.com).