

**It's time to rethink  
pricing.**

**I am offering my  
services on a  
sliding scale.**

*@brittanny*



# What does this mean?

**A sliding scale enables individuals to pay based on their resources, ensuring those with greater financial privilege contribute more while allowing those with limited access to pay according to their means, fostering broad accessibility while sustaining the business's services.**



**Do you think people will take advantage of it?**

**I choose to believe that people are good and would not actively take advantage of me, my time, and my services. Also, the majority of my offerings are one-on-one, so if someone is purposely taking advantage of me, that is going to make for a pretty uncomfortable situation for themselves.**



# Why are you doing this?

**I believe in economic justice, recognizing that a capitalist system unjustly assigns financial access and value based on factors such as race, gender identity, disability/ability, immigration status, and primary language, making it unfair to charge the same rate to individuals with varying levels of financial resources and circumstances.**



**I question the fairness of charging the same rate to a successful business owner and a recent college graduate.**

**I want everyone to be able to work with me without having to struggle while I get to sustain myself and my business.**



## Tier 3: "Comfortably Able"

- I am comfortably able to meet all of my basic\* needs.
- I may have some debt, but it does not prohibit attainment of basic needs.
- I own my home or property OR I rent a higher-end property.
- I own or lease a car.
- I am employed or do not need to work to meet my needs.
- I have regular access to health care.
- I have access to financial savings and retirement savings accounts.
- I have an expendable\*\* income.
- I can always buy new items.
- I regularly dine out at restaurants or enjoy entertainment activities.
- I have a diverse wardrobe and can afford to buy clothing from well-known brands.
- I can afford to enroll in fitness classes or have a gym membership.
- I can afford to invest in hobbies or pursue personal interests.
- I can afford higher-end technology devices and gadgets.
- I can donate to charitable causes or support community initiatives.
- I can afford to hire professional services for tasks such as house cleaning or landscaping.
- I can afford an annual vacation or take time off.



## Tier 2: "Stressful Stability"

- I may stress about meeting my basic needs but still regularly achieve them.
- I may have some debt but it does not prohibit attainment of basic needs.
- I have stable housing.
- I own or lease a car.
- I am employed.
- I have access to health care.
- I might have access to financial savings or emergency fund.
- I have some expendable income.
- I am able to buy some new items & I thrift others.
- I occasionally dine out or enjoy entertainment activities on special occasions.
- I shop for clothing at a combination of regular retail stores and thrift shops.
- I can afford to participate in low-cost fitness activities or exercise at home.
- I can pursue hobbies or personal interests that require a moderate investment.
- I occasionally donate to charitable causes or support local initiatives.
- I can afford occasional professional services or repairs.
- I can afford to take a vacation every few years, perhaps opting for more budget-friendly options.





## Tier 1: "Struggling to Meet Basic Needs"

- I frequently stress about meeting basic needs & don't always achieve them.
- I have debt and it sometimes prohibits me from meeting my basic needs.
- I rent lower-end properties or have unstable housing.
- I do not have a car and/or have limited access to a car but I am not always able to afford gas.
- I am unemployed or underemployed.
- I qualify for government assistance including food stamps & health care.
- I am unable to maintain a savings account or emergency fund.
- I have no or very limited expendable income.
- I rarely buy new items because I am unable to afford them.
- I rarely eat out or participate in paid entertainment activities.
- I rely heavily on thrift shops or second-hand stores for clothing purchases.
- I am limited to low-cost or free fitness options, such as walking or home workouts.
- I have limited ability to invest in hobbies or personal interests.
- I am reliant on government assistance programs for essential needs.
- I am unable to afford professional services or repairs, relying on DIY solutions.
- I cannot afford a vacation or have the ability to take time off without financial burden.





\*Basic Needs include food, housing, and transportation.

\*\*Expendable Income might mean you are able to buy coffee or tea at a shop, go to the movies or a concert, buy new clothes, books, and similar items each month, etc

This framework was originally created by Alexis J. Cunningfolk's Green Bottle Sliding Scale model | [www.wortsandcunning.com](http://www.wortsandcunning.com) with additions from Britt Hawthorne | [www.embracingequity.org](http://www.embracingequity.org) and further additions made by me.

