

Linda Hunt

Financial Clarity, Pricing & Business Structure for Service-Based Businesses

Linda Hunt is the founder of SumSolutions and the author of *The Money Conversation: Speak the Truth. Set the Standard. Get Paid Without Apology.*

Linda helps service-based entrepreneurs build the financial and operational structure that sustains their brilliance.

With a background in corporate and as an early pioneer of remote accounting services, she brings decades of financial and operational expertise — paired with a deep understanding of how structure, clarity, and nervous system capacity shape sustainable business success.

From pricing and delivery to systems, boundaries, and communication, Linda's work strengthens the business behind the service — so entrepreneurs can profit sustainably, lead with confidence, and stop second-guessing their worth.

Her clients learn to hold calm, grounded money conversations — not because they've memorized a script, but because their business is built to support their value.

When she's not working, Linda values simplicity – tea, reading, time in the garden, cooking, and meaningful time with friends.



Suggested Topics:

- **Why Your Pricing Still Isn't Working** – Even If You've Raised Your Rates
- **The Money Conversation™**: Where Relationship & Structure Break in Business
- **Nervous System Capacity in Business**: What You Can't Hold Will Break You
- **The Hidden Cost of Misalignment**: Scope Creep, Renegotiation, & Overwork
- **Why Financial Structure**—not Just Bookkeeping—Drives Business Clarity

Suggested Questions:

- Why do so many pricing problems persist even after people raise their rates?
- What happens when how you value your work doesn't match how your business is set up to deliver and support it?
- Why are most pricing problems not pricing problems at all-- what's actually breaking underneath?
- How do nervous system capacity and financial structure interact?
- What needs to change for pricing, delivery, and revenue to stabilize



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Book

The Money Conversation explores how pricing, financial structure, and communication intersect—and why most service professionals struggle to hold value in real time.

It provides a framework for aligning how you relate to money with how your business is built to support it—so pricing, delivery, and decision-making become clearer and more consistent.

