

THE APOLOGY TAX

Why Professional Women Underprice Their Value by \$500K+



Professional women are statistically underpaid compared to male colleagues at similar revenue levels. The gap isn't about competence – it's about **negotiation positioning**.

Most professional women negotiate their value like an apology instead of a business case. They lead with gratitude instead of data. They over-explain instead of proposing. They soften asks to preserve relationships instead of stating terms.

OVER A
10-YEAR CAREER,
THE APOLOGY TAX
COSTS YOU MORE
THAN

\$500K+
IN LOST EARNINGS.



The 3 negotiation patterns that trigger the Apology Tax and how to spot them in real time.



Why what you call “being collaborative” is actually the strategic positioning rainmakers use to build power.



The Business Case Framework: how to position comp, partnership, and client enrollment negotiations as value exchanges, not favors.



Specific language you can use in your next negotiation – this week, not someday.

ABOUT KATY

Katy Goshtasbi is a former securities attorney (SEC, top DC firm, 18+ years) who paid the Apology Tax during her own legal career. She now works with law firms and senior women lawyers to close the \$500K negotiation gap before it costs the firm its best talent.

Former Chair of the ABA Law Practice Division and author of three books, including one for the ABA.



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