



CHARGING WHAT YOU'RE WORTH REPORT

Introduction

If you're reading this report, it's almost certain that you instantly recognise that you're not charging what you're worth. First of all, let me reassure you that you're not alone. It's a very, very common problem for businesses selling professional services. I too suffered from this problem in the past.

What is going on?

Since creating True Worth, when attending business networking events, I've frequently asked the following questions:

Are you undercharging?

Are you discounting your fees? or

Are you over-servicing your clients?

I can pretty well guarantee that 70-80% of the people in the room will raise their hand to one or more of those questions. And I'm not just talking about business start-ups, I'm talking about very experienced business professionals too. Are you one of those?

Of course, the true figure may be higher, since there are bound to be a few who would not want to publicly admit this. Therefore, it would appear that the vast majority of businesses are 'guilty' of one or more of these practices.



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Would you like to know what's causing this?

Of course you would. After all, you're in business; don't you deserve to be paid a fair fee for your service? The answer surely is a resounding yes. And yet, clearly it's not happening. Even if you're aware that you're doing yourself out of money which is rightfully yours, something else is going on that is more powerful than the desire to be paid what you're worth.

So What Is the Cause of Such Irrational Behaviour?

I believe in making things really simple – no point in complicating matters which don't need to be complicated. So let's boil it down to just three words. YOUR MIND CHATTER! In essence, that's it. It's a human problem, which is why so many very competent and capable professionals struggle with charging what they're worth. Mind chatter comes from your conditioning which is stored in your unconscious mind. (Please note that I use the words unconscious and subconscious interchangeably.)

From this conditioning, you create stories which are often fear-based and therefore either stop you doing something or make you do something which is not really to your advantage. The mind rarely stops "talking" to you and yet, you may not be aware of what is going on.

Quick Tip: Stop what you're doing right now and spend a few minutes tuning in to your mind chatter.

What's Your Mind Chatter Telling You?

I hope the above short exercise wasn't too much of a shock for you. Did you notice whether your mind chatter was predominantly positive or negative? You may need to do this exercise several times, at different times and in different situations to get a more accurate understanding of your mind chatter.



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However, if you're like many professionals I meet, you'll discover that there's probably a fair amount of negative self-talk, particularly when it comes to charging what you're worth. It goes something like this:

I can't possibly charge that.

What will they think?

They'll think it's too expensive.

They won't be able to afford it.

They'll say no.

I'll lose the client.

No doubt, you can add your own chatter to the above list!

Thoughts are not the problem, mind is not the problem, it's the fact that you believe those thoughts and *act* on them that's the problem. You are a prisoner of your own thoughts, if you believe them.

Quick Tip: Do not believe everything you think. (Easier said than done!)



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What Are Thoughts?

Thoughts are energy. They are like radio waves and can be measured. Although you can't actually see them, nor can you touch, hear, smell or taste them, their effects can be experienced in your life and felt by others.

Thoughts attract to you what you predominantly think about via the Law of Attraction. This is a natural law just like the law of gravity. It's impersonal, which means it behaves the same way for you, no matter who you are, as it does for everyone else, just like the law of gravity. The Law of Attraction is operating 24 hours a day, 7 days a week whether you believe it or not and whether you are conscious of it or not.

Thoughts aren't just energy, they're also creative. In fact your thoughts create your feelings, your feelings create your actions and your actions create your results which, in turn, create your thoughts again.

So if you start with a positive thought, this will create a positive feeling, which will create positive action which will create positive results. On the other hand, you can work out for yourself that if you start with a negative thought, the cycle becomes negative and the results you get will be negative. Thoughts which are repeated frequently then become beliefs.

In essence, if you don't feel positive about charging what you're worth, it will be almost impossible for you to do this. Even if you do ask for what you're worth, if you don't believe that you're worth it, you won't get it. It's a self-fulfilling prophecy.

Are You Willing to Change?

Quotation: If you always do what you always did, you will always get what you always got. Albert Einstein.



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It's pretty obvious really and yet how many people continue to do the same thing and yet expect a different result?

Let's cut to the chase. If you want to overcome your habit of not charging what you're worth, then you will have to change. No ifs or buts please. It's simple (though not always easy).

Quick Tip: Consider what it's worth to you to make that change. (Not just in financial terms, but also in terms of feeling more confident, happier and more fulfilled.)

5 Steps to Changing Your Thoughts

I trust that you are now ready to start the process of taking some new action. Below is a simple 5-step process to changing your thoughts. I've also included a question for you to answer against each of the steps. You can use the same process over and over for each of your negative thoughts. I've left some extra space for you to write in your thoughts, should you so wish.

I remember years ago a coach saying to me: "what's right is always available, as well as what's wrong!" At the time, I don't think I could really get my head around this, as my mind-set was so negative and yet now, it makes perfect sense.

Most people are being ruled by their subconscious mind (their conditioning) and they don't even realise it. How many times has someone said to me – that's the way I am, to which I reply: that's simply not true. The truth is that that's the way they think they are and there's a world of difference. This is good news, because rather than being a victim of your subconscious beliefs, you can change them. You can make a choice, in every moment to do that. Sometimes you will not succeed, but that's part of the process.

Without further ado, let's get going.

Step 1. Become aware of what you're saying to yourself. This is challenging because of the number of thoughts we have on a daily basis (50-80,000.) Most of these thoughts come from the subconscious mind and are repeated over and over again. However, you can make a conscious decision first thing in the morning to choose positive thoughts.



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Question: What is/are your first thought/s when you wake up in the morning?

Step 2. When you notice that you are thinking or saying something negative, immediately say cancel or delete so that the subconscious mind does not take in those negative instructions and then replace them with something positive.

Question: What is the one negative thought (belief) which you have frequently had for a very long time that you would like to delete and replace with a positive one?

Step 3. As you know from before that your thoughts create your feelings, you can check in periodically during the day to see how you feel. If you are feeling negative in any way, then you can choose to have a more positive thought in that moment so that you can change your feeling.

Question: When would be the best times in the day for you to check into your feelings (3 times a day), so that you can easily make it a daily habit?

Step 4. When you have overwhelming negative thoughts, repeat the following mantra a minimum of 3 times. You can say it out loud, if you are on your own, or say it in your head. “As these thoughts enter my mind, so I will let them go.”

Question: What would you need to do to remind you to do this if you are in a very negative state?



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Step 5. Practise, practise, practise. Creating new beliefs will take time – after all, it took time to create the original unwanted belief, so it would be mad to think that you could create a new desired belief without any effort. Repetition is always the key.

Question: On a scale of 1-10, with 1 being low and 10 being high, how important is it to you to change that one negative belief identified in the question under step 2 and why?

The Key to Making Permanent Change

The key to making permanent change is in taking baby steps. Rather than trying to change everything overnight, you must be willing to take frequent baby steps.

“A journey of a thousand miles begins with a single step.” Chinese Philosopher, Laozi

So all you have to do right now is take that first step. That’s it. Then, day by day, you take the next and the next and the next. Then pretty soon, those steps create changes; small ones at first but over a period of time, they become significant.

You must be willing to do the work; otherwise it will be easy to fall back in your old ways, give into those negative thoughts and simply not charge what you’re worth. Lots of businesses make excuses and do this.

Quick Tip: Say out loud: “I’m worth it.” And mean it.

On the journey towards charging what you’re worth, I would also suggest that you must be willing to invest in yourself.

If you don’t, you are actually saying – I’m not worth it! How then can you possibly expect to be able to charge what you’re worth, because you just don’t value yourself at all? This one is a biggie.



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So many businesses aren't willing to invest and then wonder why they are not advancing. It's easy to say: "I can't afford it or that's expensive." It's just another excuse and it's usually not even true. It's a choice you make.

I didn't go on holiday for 5 years because I chose instead to invest in myself and the business and it's paying off.

In summary, in order to be able to charge what you're worth, you need to:

- Be willing to change
- Take baby steps
- Invest in yourself and your business

If you found this report valuable, then get your copy of Amazon Best-Seller, True Worth NOW:

It's concise, easy to read and yet powerful. But don't just take my word for it, here's what **Roger Salvetti, Director, Biscoes Solicitors, Portsmouth** says:

"If there was only one action you took in the immediate future to grow your business, it has to be to read True Worth – a work of genius – and ring Vanessa."

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