



Vanessa Ugatti
The True Worth Expert

MORE MONEY – MORE TIME – MORE FREEDOM



1:1 COMPLETE TRUE WORTH TRANSFORMATIONAL COACHING PROGRAMME FOR SOLE PRACTITIONERS/BUSINESS OWNERS

Introduction

The challenge that most service-based business owners have is a lack of confidence in negotiating their fees because they fear rejection, losing the work or the client.

This is a powerful, yet negative motivator and means that you are not in charge of those fee discussions, right from the start.

Thousands upon thousands can be won or lost in a phone call. It all depends on your competence and confidence in having the right conversations with prospects and clients, at the right time.

This coaching programme is designed to address these challenges for good, putting you in charge of your business and enabling you to get paid what you're worth while creating a healthier life-work balance.

Prior to Commencement of the Programme

To guarantee that we can work well together, I always insist on starting the programme by checking we're a "good fit", so that I am confident that I can help you change your beliefs and behaviours around charging what you're worth.

This is done using these 2 simple steps:

- Complete discovery form to establish cost of not charging your true worth financially, physically, mentally and emotionally.
- Discovery meeting – up to two hours, depending on your needs, to explore in a confidential and safe way, the extent of the behaviours which cause you to



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under-charge, under-estimate, discount and over-service clients and work with clients who don't value you.

During this meeting, I will also explain how I work, costs and so on.

This one is on me.

If either of us decides that we're not a good fit during this process, then we can walk away with no hard feelings...

Pre-Coaching Preparation

- Once agreement has been reached to work together, you will be sent a detailed business questionnaire for completion prior to the commencement of your coaching programme.

This has three benefits:

- 1) It acts as a brain dump and will give you real clarity on where you are currently in your business, where you want to be and what's getting in your way.
 - 2) It means the coaching process will be enhanced, as you will, in effect, have your mind focused in the right way, prior to coaching.
 - 3) It will give me more information to work with as we progress through the programme.
- A dual commitment form will be signed by both parties which sets out our individual responsibilities. This can be discussed in more detail if you have any specific questions or concerns.
 - You will also be given a PDF of my Amazon Best-Seller, '*True Worth*' and I would recommend that you read this prior to starting your coaching programme, as this is the foundation of the work we will be doing.



Before Each Session

- To make sure you get the most out of each session, you will be asked to complete a 'Client Focus Form' which focuses on your actions, wins, challenges and insights.

It has two main benefits:

- 1) It acts as a record of the progress you are making, which in turn will help to speed up the journey and create new “good” habits.
- 2) It assists in guiding our sessions for maximum impact, allowing us to focus on the core issues and explore avenues you may not have considered before.

..... and now the coaching can begin!

The Coaching Programme – How it works...

- This 18 hours' remote coaching programme is normally delivered via Zoom. Sessions would usually be 1.5 hours twice a month, although there is flexibility and your individual needs will always be taken into account.

Time is tracked throughout the process.

- We will address all issues whether process, communication, confidence or mind-set around the sales process from initial enquiry right through to getting paid what you are worth and on time.
- Using my True Worth formula and principles, I'll coach you on how to deal with any situations within your business, guaranteed.
- In addition, because we are working with you as a person, this will also have a positive impact on your personal life.



Bonuses

As part of the programme, there are some extra bonuses to ensure you get as much value as possible from it. These include:

- A recording of each session will be provided – useful for little reminders and to help cement behaviour changes throughout the process.
- Email/WhatsApp messaging support, as required between sessions. This ensures that any “mental blocks” are tackled as quickly as possible, as new/old patterns arise when you go about your business
- Access to my private Facebook group – a great resource of useful posts and another opportunity to get questions answered quickly.
- A “Review Session” is also included at the end of this programme to determine the success of the programme and your return on investment.

Investment and Duration

- Investment to be discussed.
- You have up to 12 months to use your coaching time, although the typical duration for this programme is around 5 – 6 months.

Additional ongoing support

Some clients opt for additional ongoing support as part of their programme, and you can buy extra hours for maintenance purposes or to address additional challenges which you may have and use these in a flexible manner. Costs for this can be discussed if you feel it is appropriate.

If you have any questions at all
or would like to begin this programme, please call

Vanessa on 01202 743961 or
07957 672335



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