



## Vanessa's Cheat Sheet to Get Paid Your True Worth

1. Think	before you speak.
2. Ask yourself	"Is this the right sort of client for me?" If not, let them go, as they will probably be more trouble than they are worth.
3. Focus	on the value to the client of the results you will get.
4. Decide	on the appropriate pricing model e.g. fixed fee, hourly rate, value-based, retainer.
5. Calculate	your fee/price.
6. Take charge	of the money conversation by reminding yourself you're worth it and stick to your guns.
<b>7</b> . Get	money up front or on account.
8. Communicate	your value.
9. Remember	people will try it on!
10. Prepare	some words to counteract objections.

Your handy guide to help you with your calls with prospects and clients.

Best wishes Vanessa Ugatti

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