



*Helping Women Turn Their Dream of
Owning A Business Into The Profitable
Business of Their Dreams!*

Charge What You Are Worth...Without Apology!

***4 strategies to stop undervaluing, undercharging and over delivering
so you can make more money in less time***

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Who Can Benefit From This Session?



- **Aspiring entrepreneurs desiring to start a business**
- **Entrepreneurs who are engaged in business but are struggling to make the money they know their product or service could command.**
- **Entrepreneurs who are making great money and want to continue growing their business without losing themselves**

Why Many Women Struggle With What To Charge?



- **Afraid they're charging too much so they set their fees very low**
- **Uncomfortable talking about money so they hesitate to ask for the sale**
- **Apologize for their fees**
- **Include too much in their packages**

Why This Is Detrimental To Their Business?



- **Difficult time making enough money to sustain business**
- **Often end up working too many hours and getting burned out**
- **Undermines credibility**

Four Strategies to Help You...



- **Stay focused on the bigger picture**
- **Develop the right mindset to attract clients who will pay you what you are worth**
- **Organize your priorities and manage your resources**
- **Get clear on the value of your services and/or products**

Strategy #1: Know Your “Big Money Why”

What is it that you love being, doing and having?



- **What happens when you don't know your “Why”?**
 - Lose focused
 - Become frustration
 - Easily discouraged
- **What is the impact of not knowing?**
 - Stifle the growth of your business
 - Become reactive rather than pro-active in your decision making
- **What can happen when you know your “why”?**
 - Keeps you focused on the bigger picture
 - Helps take the emotion out of temporary setbacks

Getting Clear On Your “Big Money WHY”



Tip: Be as specific as possible. For example, “My big money why is to save \$50,000 for my children’s college education.”

My Big Money Why Is To _____

Amount _____ By When _____

Which makes me feel: _____

Strategy #2:

Know Your Ideal Client

Who needs, values and will pay for your solution?



- **What happens when you don't know ideal client?**

Try to serve everyone

Message changes trying to meet everyone's needs

- **What is the impact of not knowing?**

Your marketing message is unclear and ineffective

Your prospective clients are confused about what you have to offer

No or minimal clients

- **What can happen when you know your ideal client?**

You become laser focused in your messaging

Prospective clients can easily find themselves in your message

Increased number of prospects to turn into paying clients

Know Your Ideal Client



Brainstorm **SPECIFIC** types of people in the first column..

Brainstorm **OUTSIDE** of your normal area. You'll be surprised at how this will help you "map over" what you do to new groups of people that you may not have previously thought of and help you see how your services can benefit people who have the money to pay you handsomely.

Type of Person	Problem They Experience	Core Emotion This Problem Causes Them to Feel	Solution They Want to Experience
Women who want a promotion	How to be taken seriously and seen as capable of taking on a new level of responsibility and leadership	Stuck, frustrated, overlooked, and undervalued	To be noticed and seen as credible, increased responsibilities, more people to manage, look the part of the new role they want. Know where they may be sabotaging themselves in meetings or on projects

Strategy #3:

Systems and Priorities

Do you have the right foundation to support your success?



- **What happens when you don't have systems and priorities?**
 - Experience the “Shiny Object Syndrome”
 - Lack of consistency in achieving positive results
- **What is the impact of not have systems and priorities in your business?**
 - Experience little or no business growth
 - Over-worked and over-whelmed
- **What can happen when you implement the right systems?**
 - A clear structure for your work days
 - Know exactly where to focus to achieving your goals

Steps to Success Quiz

Only check each statement that is an absolute "yes!"

	Focus 	Time 	Support 	Clients 	Income 
Getting Started!	<ul style="list-style-type: none"> <input type="radio"/> I have a written, 90-day plan for staying focused <input type="radio"/> I have a clearly defined 1-year vivid vision that pulls me forward 	<ul style="list-style-type: none"> <input type="radio"/> I set clear boundaries to protect my time <input type="radio"/> I have a clear template for how to spend my time each day 	<ul style="list-style-type: none"> <input type="radio"/> I have a coach/mentor I am accountable to <input type="radio"/> I am surrounded by people who champion me 	<ul style="list-style-type: none"> <input type="radio"/> I am clear who my ideal clients are <input type="radio"/> I have identified the top 3 challenges/problems I solve 	<ul style="list-style-type: none"> <input type="radio"/> I feel confident about my fees and packages <input type="radio"/> I have a marketing plan to meet my 1-year income goal
Leaping Forward!	<ul style="list-style-type: none"> <input type="radio"/> I have collaboration partners who regularly promote me <input type="radio"/> I have specific strategies for marketing and growing my business 	<ul style="list-style-type: none"> <input type="radio"/> I spend my time focused on income generating activities <input type="radio"/> I am clear about the value of my time 	<ul style="list-style-type: none"> <input type="radio"/> I am regularly challenged to stretch and achieve new goals <input type="radio"/> I have let go of the 'do it alone' mentality that holds others back 	<ul style="list-style-type: none"> <input type="radio"/> I stand out with a clear message, brand and presence in my market <input type="radio"/> I have a plan to dramatically increase the number of clients I serve in the next year 	<ul style="list-style-type: none"> <input type="radio"/> I expect to increase my income by 50% (or more) in the next year <input type="radio"/> I have let go of beliefs about money that have held me back
Finding Freedom!	<ul style="list-style-type: none"> <input type="radio"/> I feel my business fully capitalizes on my strengths & creativity <input type="radio"/> I have bold money goals that inspire me to think in new ways about my business 	<ul style="list-style-type: none"> <input type="radio"/> I delegate everything that is not directly income generating <input type="radio"/> I maximize every opportunity to leverage my time 	<ul style="list-style-type: none"> <input type="radio"/> I have a team who frees my time <input type="radio"/> I regularly invest in mentoring and experts to help me fast-track my growth 	<ul style="list-style-type: none"> <input type="radio"/> I am a recognized expert in my industry <input type="radio"/> I have lead generating and client attraction systems that run automatically 	<ul style="list-style-type: none"> <input type="radio"/> I have passive and leveraged ways of creating revenue <input type="radio"/> I have multiple streams of income

Yes, I want a complimentary discovery session!

Yes, please gift me with your free tips!

Name: _____ Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Strategy #3: Biggest Trap At Each Level



- **Getting Started Phase:**

Not having the systems, strategies and support for producing consistent results

Being excited about the next, new hot thing when your foundation isn't in place quite yet

- **Leaping Forward Phase:**

Getting stuck in the “**Do It Alone**” mindset that keeps you working harder, long hours

Income becomes stagnant

- **Finding Freedom Phase:**

Not being consumed by your business

Strategy #4: Price for Value, Not Features

Do you know the value of the results you deliver?



- **What happens when you don't know your value?**

- Always discounting your services

- Constantly in a defensive state

- Lack of confidence when stating your prices

- **What is the impact of not pricing for value?**

- Have to work harder to make that same amount of money that you could be making if you set your prices based on value

- Feel cheated

- Closing rate for sales is low

- **What can happen when you know your value?**

- Feel empowered

- You can increase your prices

- Generate more income

Knowing Your Value

Valued is perceived by your customer, price is perceived by you!



Difference between Features and Benefits (Value)

Feature is what you do

Benefits (Value) is what happens when you do the feature

Product/Service	Features	Benefits (Value)
Boots	Waterproof	Your feet stay warm and dry
Car	more miles per gallon than competitors	You'll save money on gas.
Massage therapy	90 Minute massage	Get the most restful sleep EVER and increase the level of intimacy in your relationships (because you're feeling positive, rather than a walking nervous tick)

How To Charge What You're Worth...

Without Apology



- **Create your “Big Money Why” to keep pulling you forward**
- **Be clear on who is your ideal client and their needs so that they see you as their only solution**
- **Implement systems and priorities to lay the foundation for sustained success**
- **Know your value, so you can state your price with confidence**

Charge What You're Worth... Without Apology!

Success Kit

(\$357.00 value)



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•Apply for an 30 Minute Complimentary Steps to Success Breakthrough Discovery Session

•FREE Report “10 Tips and Must Do’s” to Help You Charge What You’re Worth... Without Apology. These valuable tips are included in the special FREE GIFT I’ve created for you.

•Copy of today’s powerpoint presentation

•You’ll also receive a FREE subscription to my weekly Monday Morning Mindset Makeover and bi-monthly e-newsletter Catalyst Success articles



**THANK YOU AND ENJOY THE REST OF
THE POWER CONFERENCE!**



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