

COACHING

Value Your Worth

Who doesn't want to get paid doing what you love? Sometimes we do stuff for free to get experience, build our rep, market ourselves, or to warm up a potentially lucrative contact. Other times we give a deep discount to a close friend or to get someone hooked on our services. Sometimes we consciously adjust our value to what the market can bear at the moment. Or maybe you tend to choose to price things to sell (i.e. lower cost per unit but more units sold.).

What also can be true is that sometimes you undervalue yourself or haven't ever claimed what you want. Valuing your worth is not just about naming your price and digging in. That can veer into magical thinking or paralysis for some of us ("I want \$1 million per hour—I won't budge!").

Valuing your worth is also about using all the information, smart people and resources around you to help you get what you want.

Complete this worksheet to take stock of how you're valuing your work. Next decide how to stretch into getting paid more and what you'll consider before lowering your rates. The goal: To raise your net worth by choosing how you value your worth first.

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If you have more than three service “buckets” or lines of business, copy this entire chart as many times as needed.

<p>MY WORK Project or service:</p>	1.	2.	3.
<p>TODAY'S RATE What I'm getting paid today to do this work (break it down to an hourly rate or project fee).</p>			
<p>REASONING Why I set this rate:</p>			

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MY WORK Project or service:	1.	2.	3.
VALUE The value and benefits I'm getting from doing this work at the TODAY'S RATE: (Think about not only the \$ you receive but other abundance—from free marketing to contacts, personal fulfillment, experience, etc.).			
PRICING X-FACTORS <ul style="list-style-type: none"> • What do <i>you</i> bring to the table value-wise? What are your unique qualifiers or skills? • How are your services generally valued by the market? • What do you know about your customers that helped you set TODAY'S RATE? 			

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MY WORK Project or service:	1.	2.	3.
BOUNDARIES <ul style="list-style-type: none"> • How long will accept TODAY'S RATES? (including freebies). • What are you losing/missing out on at this rate? 			
FULLY VALUED RATE <ul style="list-style-type: none"> • What range I'd like to get paid for this work— High/Low: (Even at the low range you should still feel FULLY VALUED). • Why I would feel more valued at this rate: 			

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MY WORK Project or service:	1.	2.	3.
POSSIBILITIES • What does your FULLY VALUED range make possible in your life? • What big dreams, goals, changes or emotional state are connected to you being FULLY VALUED?			
CHOICES Factors I'll consider going forward before lowering OR raising my FULLY VALUED rate:			

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MY WORK Project or service:	1.	2.	3.
NEW BIZ Who can pay me my full worth? (i.e. current or new clients you will you contact/pitch to garner your "FULLY VALUED" rates?):			
NEW RATES <ul style="list-style-type: none">• When will you stretch to FULLY VALUED for this work?• How much will you charge now?			

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MY WORK Project or service:	1.	2.	3.
CHECK IN: NEW RATES • Look back at the Choice column. Where did fear, scarcity or wanting instant gratification influence your New Rates? Make any adjustments here. • Now ask yourself, after exploring once more all the columns above: What would make me feel truly FULLY VALUED? State your NEW RATES once more:			
NET WORTH INCREASE What is the \$ amount you'll receive yearly by making the shift to your FULLY VALUED rates?			

Add the Net Worth Increase columns...
TOTAL NET WORTH INCREASE: \$