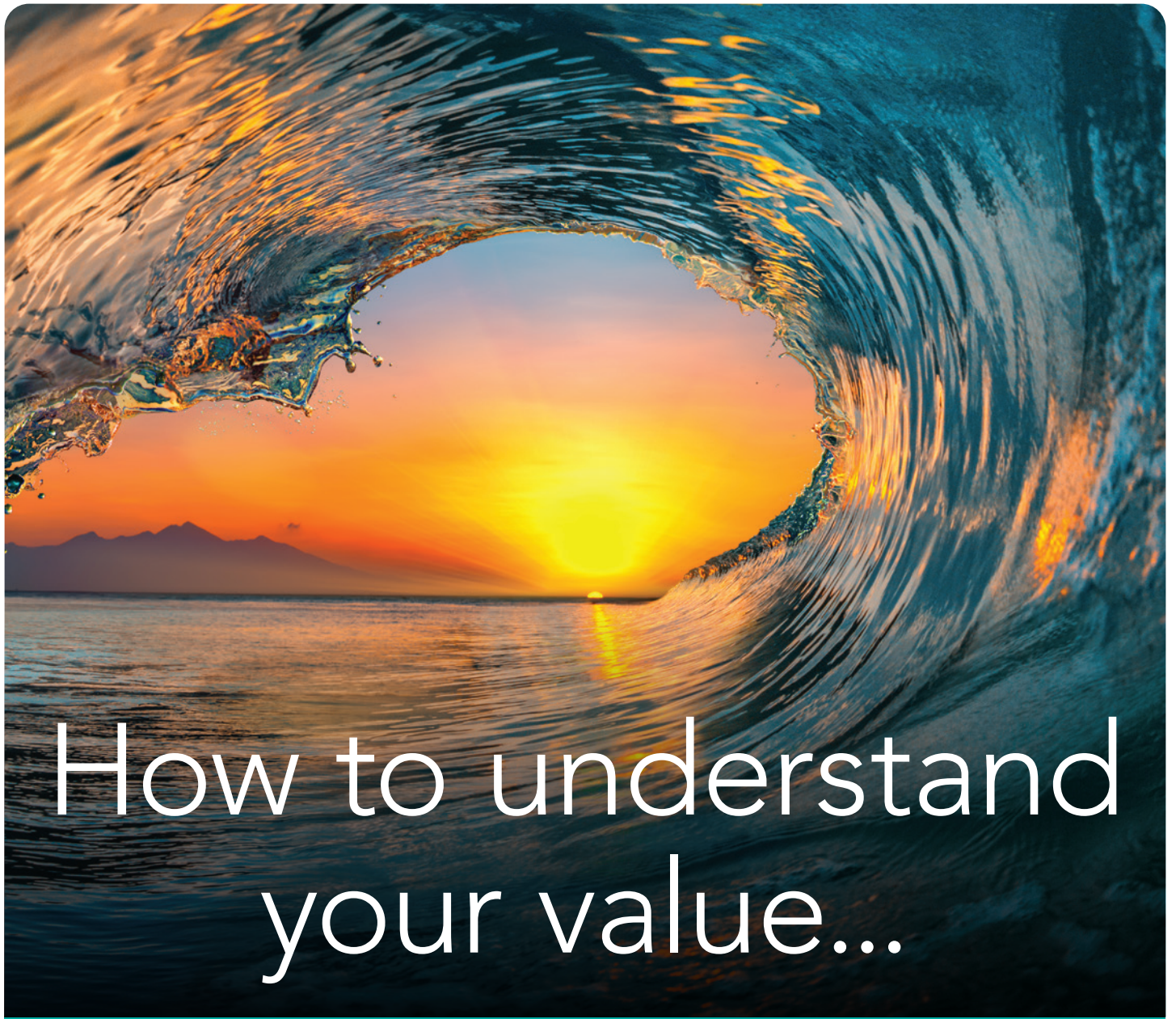




How to understand your value...

...so that you can build the confidence to
charge what you're truly worth!

By Paula Cohen



Why selling yourself feels so hard

Are you one of those people who struggles to explain how good you are at what you do?

Do you squirm a bit whenever people say great things about you, or find it really uncomfortable to talk about your strengths?

Well, you are NOT alone!

In fact, this is one of the biggest reasons brilliant business owners end up undercharging, underselling themselves, and potentially losing work to people who aren't a patch on you!

Which is exactly why I've put together this guide.

It'll help you unearth everything that's fantastic about what you do so that you can sell yourself so much better, AND charge the right price for the amazing value you deliver.

Without ever having to be showy, awkward, or just too salesy.

What you'll learn

The aim of this guide is to help you dig deep into the value you bring to your customers.

Because your value isn't about how long something takes you, or how easy you make it look.

It's about your years of experience, and depth of knowledge. Your instincts, skills and ideas. Your ethics and approach; and your ability to help people get better results.

It's about the impact you have on your customers, their businesses, and their lives.

This guide will help you better understand the kinds of customers you can help most, the people you get the best results for, and the work that makes you feel most confident and valuable.

And whilst this guide isn't directly about pricing, once you can clearly see the value you bring, charging properly for it starts to feel much more natural.

The following pages contain some questions to get you thinking

Question 1

What kind of changes do your customers typically see or achieve through working with you?

For example, do they gain more time, generate more leads, increase profits, feel more confident, or overcome something that's been holding them back?

Question 2

Think about 2 or 3 previous customers who make you feel really proud of the work you did. The people who got the best results from working with you.

What exact results did they achieve? Can you measure those results in some way?

Question 3

Looking at your answers to the first two questions, what difference do those results actually make to your customers or their business?

Does working with you help them make more money, save time, reduce stress, feel more confident, sleep better at night, or solve problems they'd struggle to fix on their own? What impact do those changes have on their life or business overall?

Question 4

What do your happiest clients say about the experience of working with you and what it means to them? What specific words or phrases do they use?

Go and read through your testimonials, your LinkedIn recommendations, your emails and messages from customers if you need a reminder.

Question 5

What difference would somebody else notice in your customer or their business after they've worked with you?

For example, would their team, customers, friends or family see somebody calmer, more confident, more focused, more decisive or more successful?

Question 6

Taking all of that into account, what's the best thing about you and/or your service that you struggle to get across to potential clients?

Question 7

Why are you different to the average person or business in your industry?

Question 8

What kind of relationships do you want to have with your customers?

e.g. long-standing or fixed term; a partnership of equals, or retaining a professional distance etc.

Question 9

What kind of people or businesses do you feel most naturally aligned with?

This might come down to shared values, similar experiences, personality, outlook, or the way they like to work.

Question 10

Thinking about the value that you bring, which type of customer or person or business do you think most needs your product or service?

Question 11

Now reflect on all of your answers above and define for yourself in 1 to 2 sentences ...

The way I add value to my customers is ...

What this means to them is ...

The impact this has is ...

How to use your answers

Now that you've got a much clearer understanding of the value you bring, it should feel far easier to talk about what you do with more confidence and to charge properly for your work.

Go back through your answers and pull out the strongest points.

You'll probably uncover things that deserve a place on your website, social media profiles, sales pages, networking introduction, or the conversations you have with potential customers.

You have lots of juicy ammunition here. Time to use it!

Because the clearer you are about the value you bring, the easier it becomes for the right people to understand why they should work with you.

Who am I?

I'm Paula, and I've been running my business coaching company, Taylory, since 2008. Which makes me feel slightly old every time I say it!

Over the years, I've helped hundreds of business owners, just like you, to develop the knowledge, skills and confidence to grow stronger, more profitable businesses they're truly proud of.

Before starting Taylory, I spent many years as a senior manager in the banking world, and I'm also a TEDx speaker and former international athlete. So I bring a pretty unusual mix of business experience, performance mindset and straight-talking practicality to the work I do.

I work with ambitious business owners through 1-to-1 coaching, group programmes, workshops and events, helping them build stronger, more profitable businesses



Ready for the next step?

If this workbook has helped you recognise more of the value you bring, but you're still unsure how to package it, price it, market it or build a clearer plan for growth, then my 1-hour Strategy Session could be the perfect next step.

These Sessions are designed to help ambitious business owners cut through the noise, gain clarity and decide exactly what to focus on next.

You can find out more and **book your session here.**

Connect with me

You can stay in touch with me and pick up lots more tips here:



On LinkedIn:

www.linkedin.com/in/paulacohen1



On YouTube:

www.youtube.com/@paulacohen-taylory

Or you can **explore all my services here.**



www.taylory.co.uk