

# Why You're Not Charging More For Your Work and How To Change That



Kathy Caprino, MA.  
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# Today's Learning Objectives

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- The top 4 excuses people make for not charging what they deserve
- The key causes of undervaluing your work
- Determining/measuring the key deliverables you offer
- Understanding the other drivers to people buying your services beside pricing
- 7 steps to earning more
- Getting clear about the financials
- Building a strong brand that supports your work

## *What Happy Professionals Have and Do*

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- 1) Understand how talented and amazing they are – what they're capable of
- 2) Not afraid of risk, failure, or losing what they've created
- 3) They have an empowered relationship with money and “security” – healthy beliefs and mindsets
- 4) Believe in what's possible, not in what is
- 5) Core belief: “I have what it takes to do what I want”
- 6) Not overly-attached to specific outcomes

## *Top 4 Excuses For Not Charging Enough*

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1. “I’m having so much trouble having people hire me as is. It would never work at a higher price/rate.”
2. “I’m not really sure what my work is worth, and what it could command.”
3. “I’m scared to do it – where will I find customers who can pay that?”
4. “Times are bad – I don’t want to contribute to people’s challenges by making it hard for them to pay me.”

# Why You're Stuck and Confused

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- **Fear of failure**
- **Fear of living larger**
- **Fear of risk and the unknown**
- **Naysayers telling you not to believe**
- **Not remembering how to act BOLDLY**
- **Being intimidated by what "others" are doing**
- **Subconscious sabotage - beliefs, mindsets, and fears that keep stuck**
- **Unclear - Lack of efficient decision-making ability**

# *Underlying Causes of Not Earning Enough*

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## **1. A lack of understanding the key outcomes you deliver**

- What do you give clients that no one else can?
- How do you stand apart from the best of the best competition?
- What do you bring to the table that your top 30 competitors don't, and can't?
- Are you marketing and promoting your competitive advantage effectively wherever you go?

# Underlying Causes

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## **2. Failure to realize that prices that are too low also attract problem clients and customers**

1. Your prices reflect your value, expertise, know-how, and your status in your field.
2. What message do you think that gives prospective customers?
3. Do you want to attract only customers who will pay bottom dollar?
4. People who underpay also undervalue you and make you crazy in the process of working with them.

# Underlying Causes

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## **3. Mistaking pricing as the most important driver in your business**

### **Other drivers:**

- Marketing/Promotion
- Word of mouth
- Ambassadors
- Social media engagement
- Style/voice
- Teachings
- Values
- Thought leadership
- Networking
- Affiliate and referral partners

# *Gaining More Confidence*

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- 1. Measure your outcomes**
- 2. Ask for endorsements/testimonials**
- 3. Embrace critique from sources you trust**
- 4. Close your power gaps**
- 5. Address your “upper limit problem”**
- 6. Get in the cage with your fears**

# *Getting More Clear About the Financials*

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## **Get CLEAR about the numbers**

- **Do this yourself – don't leave it to someone else**
- **Tight handle on how and where the money is coming in and going out.**
- **Identify all financial drivers, including cost of business**
- **Key business measures/metrics**
- **What do you need to earn and how far away are you?**
- **Need specific strategies to fill your client pipeline**

# *Determining/Measuring Key Deliverables*

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- 1. Know what you do and deliver**
- 2. Develop examples of the outcomes you can guarantee you provide**
- 3. What can you promise to achieve?**
- 4. What's your success rate?**

## *7 Key Steps to Earning More*

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- 1. Do exhaustive competitive analysis**
- 2. Identify the process of how you work and what you bring to the table**
- 3. Start marketing and promoting your business in ways that will expand your influence**
- 4. Overcome your own personal blocks to money**
- 5. Develop stronger boundaries**
- 6. Get outside help to strengthen your business**
- 7. Charge more starting today. Just do it. Then figure out what the right number is.**

# *Prosperity Marketing Defined*

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## **Great marketing IS:**

- Bringing yourself to market
- Attracting ideal clients/customers/communities for your work
- Sharing your amazing talents, gifts and contributions to be of service to others
- Authentic, integrity-filled, value-laden

## **IS NOT:**

Sleezy, manipulative, cheap, slimy, untrustworthy

# **Prosperity Marketing**

**Get Clear!**

**Get Writing!**

**Get Speaking!**

**Get Collaborating!**

**Get Envisioning!**

# 4 Essential Ingredients for Amazing

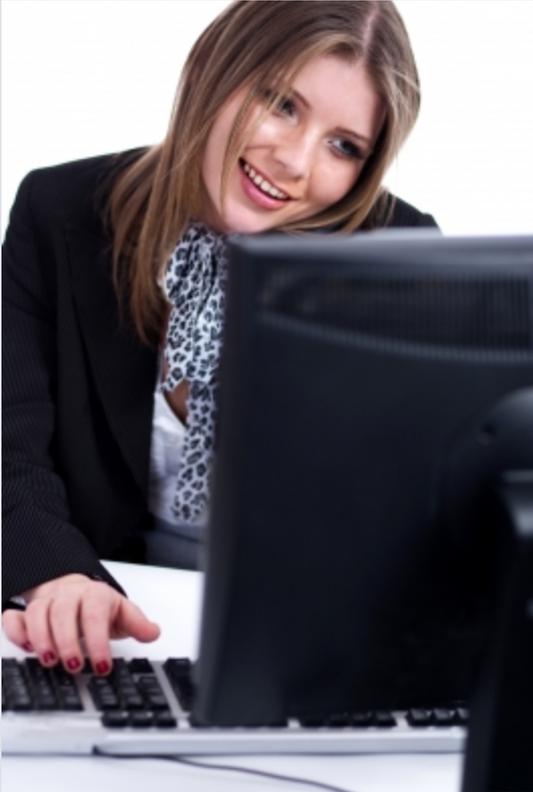
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- ✓ ***CLARITY***
- ✓ ***CONFIDENCE***
- ✓ ***COURAGE***
- ✓ ***CONNECTION***

# #1: Step Back

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- What gives your life meaning
- Know what you hate and love to do
- Use talents and skills you enjoy
  - Your non-negotiables
  - Exciting new challenges
- Know what the next level looks like and pursue it

**Take my Career Path Self-Assessment**

<http://kathycaprino.com/free-assessment>

## #2: Let Go

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### Let Go – of the thinking, patterns, behaviors keeping you stuck

- Identify the one negative pattern that keeps repeating.
- Look at how you are 50% of it – what are you co-creating; how you are contributing
  - Don't blame – be accountable
    - Take a step to shift it.
- Problem relationships – what's your part – defensive, in denial, controlling
  - You're the mirror.



## #2: Let Go

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### **Let Go – of the thinking, patterns keeping you stuck**

Check out *Tapping Into Wealth*, Margaret Lynch

*The Big Leap*, by Gay Hendricks

### **Subconscious beliefs that keep you stuck:**

Financial trauma

Debt

Hidden agendas

Resistance to big goals

Goal trauma

Striving but never arriving

Feeling Invisible

Becoming a Great Receiver

I refuse to be rich (money=anger/conflict/guilt)

## #3: Say YES to Your Compelling Visions!

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- Need a “Just Right” Vision
- See and believe in what’s possible
- Close your eyes – 5 minutes – envision in concrete detail what you dream of – write it down
  - Make a list of all the “nos”
  - Make a list of all the “yesses”



**Ask the inner critic to step back. Let the visionary come forth**

## Step #4: Explore

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**“Try On” Your New Directions –  
physically, mentally, emotionally,  
and energetically**

- ❖ Passive and Active Research
  - ❖ Talking/Asking
- ❖ Experiencing – Volunteer, shadow, consult, interview
  - ❖ Integrating
  - ❖ Refining

**Take New Action**

# #5: Create It!

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## Create a S.M.A.R.T plan and commit to it

- ✓ Specific
- ✓ Measurable
- ✓ Achievable
- ✓ Realistic
- ✓ Time-bound

Find a coaching buddy to hold you accountable



# #5: Create It!

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## Build a Loving, Supportive Tribe

1. Be other focused
2. Add value and be of service
3. Tap into your kindness and giving spirit
4. Be selective
5. Give first
6. Use all tools and avenues available to you

# Why Is Amazing Important?

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## Reaching amazing career success... *Why The World Needs You To*

- Feeling aligned with life and full of possibilities
  - Use your natural talents and gifts
  - More engagement/excitement/joy
    - Part of something bigger
  - Become an empowering role model
  - Make the impact you're meant to

# Where Can I Find Support?

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## Find helpers:

- ✓ Role model
- ✓ Mentor
- ✓ Sponsor

- ✓ Develop a coaching buddy
  - ✓ Strengthen your relationships
- ✓ Obtain expert assistance

# Breakthrough Takeaways

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- ❖ What is your compelling vision for the next stage?
- ❖ How can you be earning what you deserve?
- ❖ What are you committed to creating in your life and work, starting today?
- ❖ What do you need to let go of today that will allow you to say “YES” to your financial growth?
- ❖ What concrete action will you take this month to create your breakthrough?
- ❖ Where will you find empowered support?

**Your breakthrough to earning more doing work you love – is here!**



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**Check out Kathy's  
[Prosperity Marketing Coaching](#)**

# Recommended Resources

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## **Resources**

[Kathy's Career Path Self-Assessment](#)

[LinkedIn Primer](#)

[The Amazing Career Project](#)

[Resume Guide](#)

## **Forbes posts:**

[\*The Biggest Mistake Career Changers Make\*](#)

[\*How to Find Great Supporters Who Will Nurture Your Growth\*](#)

[\*Successful People: The 8 Self-Limiting Behaviors They Avoid\*](#)

[\*The Most Misunderstood Issues About Building a Successful Career\*](#)

[\*The Clearest Sign You Are Not Ready For More Career Happiness\*](#)

[\*Why There Are So Many Terrible Managers in Business Today\*](#)

[\*How To Brag Without The Backlash\*](#)

## **Books:**

***The Four Agreements*, by Don Miguel Ruiz**

***Brag: The Art of Tooting Your Own Horn Without Blowing It*, Peggy Klaus**

***Give and Take*, by Adam Grant**

***Breakdown, Breakthrough*, by Kathy Caprino**

***Tapping Into Wealth*, by Margaret Lynch**

***The Big Leap*, by Gay Hendricks**

***The Energy of Money*, by Maria Nemeth**

***How To Be a Power Connector*, by Judy Robinett**