

5 WAYS TO MAKE
MORE MONEY IN BUSINESS
—*BY RAISING*—
YOUR V.A.L.U.E.

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Introduction

In business, value is almost ALWAYS thought of in terms of money.



Most entrepreneurs undervalue themselves and therefore the services they offer. They trade dollars for hours or price themselves based on what they think clients will pay them. However, their worth is based on the true value they bring to their clients.

If you want to charge more for your services and truly start to create a business that makes you happy, you'll have to develop a deeper understanding of where value comes from.

Doing so will transform the way you do business.

In this report I will share what I have personally learned about value.

It is my hope that through it you'll begin to recognize your own value and what you bring to your clients.

VALUE is comprised of 5 parts:

- V** - Your **Vision**
- A** - Your **Actions**
- L** - Your **Learning**
- U** - Your **Uniqueness**
- E** - Knowing you're **Enough**
and are doing **Enough**

Understanding this will help you create a business that makes you money AND you enjoy running. Let's get started.



Your Vision. Your short- and long-term point of view.

The big picture.

*A clear vision means knowing who you are,
what you want, and what you want to be.*

When I first meet a potential client, I start with two simple questions:

What makes you happy?

Where do you want to go?

Why? Because I need to know the vision of their business.

When someone has no vision it leads to confusion.

Muddy goals, Muddy results, Lousy Profits

It's why in this first section we want to help you get clarity and put your vision into focus.

How?

1. Set business and personal goals that are most important to you.
2. Keep the things and ideas that belong and let the others go.
3. Establish a foundation with a business plan and systems that respect the way you think and act.

Although I don't even know you yet, odds are you're working REALLY hard to make other people happy and ignoring your own happiness.

Please stop. This is not sustainable. You will burn out and never obtain the vision you have for yourself.



When you keep true to the vision of your life and your business you make yourself happy. Plus, happiness is an attractive quality to others. When you are happy you draw the right people into your life and your business (and you'll make more money).

What is your VISION for yourself and your business?



Your Actions. Make your vision a reality.



What you do on a daily basis that helps pull you towards your goals.

Are the actions you're taking now the right ones? Do they bring you closer to where you want to go or do they distract and confuse you and your clients?

More importantly: Do you even know what the right actions to take are?

To determine which actions you need to take for your business, go back to your Vision and ask yourself this very simple question:

"Am I doing what's best for me and my business?"

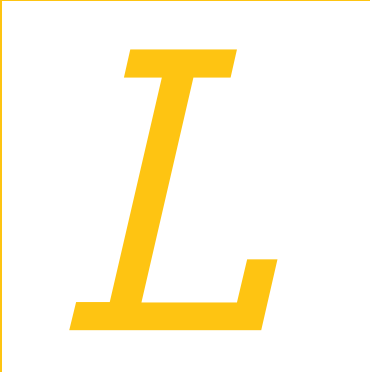
In other words, does it sustain or build out your business? Is it something you truly WANT to do? Or, is it something you're doing because it worked for someone else or someone said you HAD to do it?

Every single time you do something that gets you closer to your goals you build confidence and increase your value. Some actions go smoother than others and some goals are harder to reach. Just keep trying.

Be prepared to test and tweak so that what you're doing makes sense for you and gets you closest to your vision.

What ACTIONS do you take or want to take on a daily basis to grow your business?





Learning.

Your experiences and the skills gained from them.

I've always believed being an entrepreneur is the best self-help program you'll ever take. Of course, this requires that you start to get honest about who you are, what you know, and what you need to learn.

This begins with learning who you are by:

Learning your work style. This means your organizational tools, time management habits and your work environment. Your style determines which learning opportunities are the best for you and how you'll get the most out of them.

What do you already know that will serve your clients? This is knowledge from past work experiences and formal training, education and your LIFE.

Understanding the opportunities to learn more. What skills are clients asking of you that you're not currently able to provide? What services do your peers have that you'd like to have? This includes knowing the difference between when to get training for new skills and when to bring in outside help from experts.



What do you *really* need to learn to add more value for your clients?



Unique.

The understanding that you are one-of-a-kind AND are truly special.

*Yes, other people do the same thing you do.
Only they are not you.*

It's important to understand that your clients don't just buy the product or service you deliver, they buy you as well.

They buy your successes, your heartaches and the knowledge gained from the good and the bad.

This is one of the key ways that you can (and will) differentiate yourself in what may feel like an otherwise crowded marketplace.

In fact, it's the only way.

Your unique combination of experience and training is worth something.

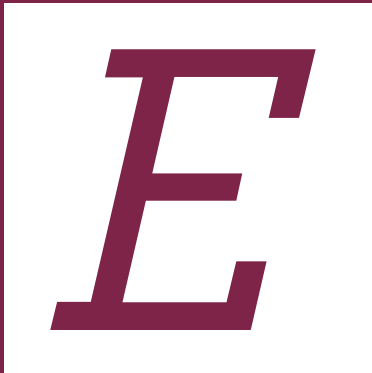
Your unique plan means you don't follow everyone else.

When you become aware (and own) your uniqueness, (and you begin to use it in your marketing and sales conversations) it invites your ideal potential clients to see the uniqueness in themselves.

And this creates incredible value.

What is your story? What makes you the UNIQUE person and business owner you are?





Enough.

It's crucial to know both that you are enough and when to say "Enough!"

"Enough" has two distinct meanings here.

First, it is about knowing that you personally are "enough".

You are absolutely good enough to be doing what you do and don't have to wait for permission or endorsement from someone else.

You don't need to be the foremost authority in the world. You simply need to know more than those who you are helping. As my mentor always says, "To every 4th grader, a 5th grader is god."

*I am
Enough.*

Second, it is about your personal boundaries. Saying "enough".

Setting your boundaries means that...

Although it's tempting to say yes to any client who offers to pay you, there are clients that quite simply are not right for you. You (and they) are better off if you say no.

Saying NO allows you to focus your energy on growing your own vision and taking the right action. If you say YES all the time you dilute your value to your clients and you cheat yourself.

Just because you can do something or an opportunity presents itself doesn't mean it's right for you. Having the knowledge of what is valuable to you empowers you to say no without regret.

*No, that's
enough!*

What have you already done that makes you ENOUGH and ready to take the next step? When is it time to say "ENOUGH!"?

Conclusion

Congratulations. You've just raised your value by understanding V.A.L.U.E.!

Your vision, your daily actions, what you have learned and continue to learn, your acceptance of your uniqueness, the knowledge that you are enough and the boundaries that you put in place keep you headed towards your goals.

Regardless of what service you offer, your value and understanding how these pieces go together for you will allow you to build a business that not only makes you more money but brings you more smiles.

After all, isn't that the whole point?



About Carrie



Carrie Greene spent 15 years on Wall Street working in marketing and product development for major brokerage firms and The New York Stock Exchange. After 9/11, she decided to take charge of her life and start a business that was dedicated to making a difference in other people's lives.

As president and founder of Carrie Greene Coaching, she believes that entrepreneurs should enjoy what they do on a day-to-day basis. It's why she teaches business owners how to recognize their value and create the type of business they would actually want to run.

After all, if your business doesn't bring you joy you might as well work for someone else.

Carrie believes that finding happiness in life and business is all about clarity and simplicity. She helps her clients get clear about what they really want and then create a straightforward plan to get them there.

When you do the things you enjoy you can be both profitable and happy.

Carrie is the author of two books, "*Because You're Worth It: How to Make More Money By Charging More Money*" and "*Chaos to Cash: An Entrepreneur's Guide to Eliminating Chaos, Overwhelm and Procrastination So you Can Create Ultimate Profit!*"

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