GET PAID WHAT YOU’RE WORTH

HOW TO GET POTENTIAL CLIENTS EXCITED TO WORK WITH YOU

LOREN FOGELMAN
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Congratulations! You’re following your desire to step up and play a **BIGGER** game!

Our community of entrepreneurs and leaders are on a mission to make a difference. They’re not willing to settle for mediocrity, let someone else determine what’s best for their business, or compromise their values any longer.

Here’s the best way to dive into this book. Print it out, turn off all text and email distractions and then inform your team you don’t want any interruptions for the next 30 minutes. Growth-minded entrepreneurs set aside the time to work **on** their business, instead of only **in** their business. This is an advanced strategic move.

**Here’s what you’ll gain from this book:**

- The critical first step to **start getting paid** what you’re worth!
- How to **separate fees from time** so you’re not viewed as an expense.
- Discover what’s required to **increase your rates**.
- The blueprint to **stand out** from the competition.
- The #1 strategy which positions you as the **expert**.

As a therapist turned growth-driven entrepreneur, I understand why some entrepreneurs thrive where others barely survive. My work with athletes and entrepreneurs has revealed that there are more similarities than differences when you’re seeking to make a difference. Strategy and tactics aren’t enough. A “no-excuses” mindset gets you paid what you’re worth, without compromise or apologies.

Your winning formula combines strategy, action, and mindset.

I know building a profitable business you love, and one which supports your lifestyle, is not for everyone. People resist change. The person you are today cannot be the same person who will achieve success. You grow along with your business. Yes, you’ll be asked
to stretch beyond your comfort zone. Growth occurs as you step up where you used to step away.

Pressure, however, can easily sidetrack your focus. Which of these are familiar to you?

- Postponing action because no one else is doing it this way and you don’t want to be questioned, criticized or laughed at;
- You fear losing clients if you raise your prices;
- Low confidence and doubt arise when potential clients have objections;
- Creating a pricing structure based upon other people’s judgments instead of sticking to your pricing; therefore, you settle for less.

I know how to help you succeed in a way which feels genuine and authentic for you. There’s nothing cookie-cutter about getting paid what you’re worth. We’re each wired a little differently. Your path will differ from the next person.

You’re not alone. These are common issues in our community, which growth-minded entrepreneurs experience.

**Fast track your success!**

There’s a common challenge faced by high achievers: It’s difficult to ask for help when we’re stuck.

Many business hurdles are removed once we get out of our own way and let go of the desire to do it all ourselves. Yes, I’ve had to work through my control issues, too. I was the bottleneck to my own success.

It’s true that things would be much easier if we stayed within our comfort zone, only doing the “sure thing.”
Shifting from dollars per hour to value-based pricing was a learning curve for Jodie, an enrolled tax agent. Charging by the hour didn’t always include for scope creep. Figuring out how to price her services didn’t interest her; she was already too busy. Gaining access, however, to a pricing system that reduced the time she spent collecting payments increased her profits.

During our work together Jodie learned what her clients really valued. It was deeper than ending up with a monthly profit and loss statement. She designed service packages which emphasized specific results.

This restructure was fundamental for a value-based pricing model. Jodie discovered how to clearly communicate what she offered. Full cycle bookkeeping, tax planning and payroll services aren’t what her clients were actually buying.

Most bookkeeping or accounting firms could include those features. Once she figured out how to articulate the exact benefits of hiring her and how to express the true value, the time had arrived for Jodie to shift away from hourly pricing to value-based pricing.

Within 90 days, Jodie identified her ideal clients and the strategy to attract them. The new packages actually doubled her rates without working longer hours. She started to enjoy her clients referring other potential clients to her.

Elevated self worth was a by-product. Her dream was to become an industry leader in her niche. Well, her persistence paid off. She’s now invited to speak at accounting conferences, sharing her expertise.

If you don’t know your destination, how do you know if you’ve arrived? You need to know where you’re heading. The big picture strategy offers you the bird’s-eye view. Your
actions include needle-moving activities along the way. Then there’s the “X” factor, which influences how quickly you implement.

The “X” factor is the wild card. This either stops you dead in your tracks or keeps you laser-focused—no matter what. Why does one business thrive where others barely survive?

What’s your “X” factor?

It’s too hard.

I’m not meant to do this.

I don’t want to be salesy.

I’ll lose clients if I raise my rates.

The money isn’t important.

My family is pressuring me to get a steady job with a regular paycheck and benefits.

What will people think?

I don’t want to be seen as greedy.

I’m successful with what I’m doing. I don’t need to raise my rates.

This reinforces the point that we create our own reality. Our thoughts either spur us forward or hold us back. Where do you hold yourself back from getting paid what you’re worth?

Energy is a valuable resource. Attempting to control things beyond your actual control is draining. Well, let’s shed the illusions which waste your time, energy, and finances.

Here’s the truth:
There’s only one thing you control: YOU!

Shift your attention to what’s within your control. Then you’ll move a lot faster toward growing a profitable business.

So, what deserves your attention?

1. Your actions,
2. Your attitude.

It’s that simple! Really!

Teaching my clients to shift their attention to what’s truly within their control offers relief. This is like lifting a huge weight off their shoulders. Their actions and intentions fully align. Growing a profitable business which supports their lifestyle requires commitment.

Here’s what I mean: When you’re interested, you will do only what’s convenient. So when the challenges arise and you’re asked to step beyond your comfort zone you may delay or ignore the decision.

Growth-minded entrepreneurs who are committed to building a profitable business will do whatever is necessary, no matter what. No excuses!

Stepping away from the illusion that you can control everyone and everything around you is a game changer. It’s liberating!

Here’s my promise to you!

If you’re busy, but not earning the income you expected—and you’re frustrated, tired of busy work, and growth is slower than expected—then you’re in the right place. Shifting focus to what’s within your control is a MUST for growing a business which supports your lifestyle, instead of draining the life out of you.
If you’re already committed to doing whatever is necessary to grow a profitable business, then congratulations, you are on the fast track! But if you’re unable to maintain your momentum when the pressure is on, then you’re going to discover how to shift things around for greater consistency. This will catapult your business.

If you recognize that personal development is necessary as you’re moving up the success path, this book will show you how to optimize your time and build a team, so you’re spending the majority of your time doing what you love best.

I’m sharing my personal success and experience with you. You’ll see examples of people who were able to put these very same things into place. You can follow their lead. An ideal business values your strengths and fully serves your clients.

Why listen to me?

As a therapist and sports psychologist turned business coach, I had to step out of my comfort zone many times. I learned to truly stretch myself during those uncomfortable moments.

I’ll admit there was a part of me that wondered how I was going to accomplish the next set of milestones, but I trusted my team to help me along the way. Retreating from my mission was never an option.

I was committed to upward growth. Surrounding myself with people who would lift me up when I faced challenges was a critical factor. With time and effort, what was once difficult became easy. Building a successful lifestyle business which stretched my capabilities meant saying “yes” to the challenges. Those moments were uncomfortable.

Things were not always pretty. I made plenty of mistakes along the way. The lessons learned, because of those mistakes, were priceless. They affected other parts of my life, too.
I rarely seek perfection. Instead, I prefer excellence. My desire is to be the best I can be. As a competitive rower I realized, “If it’s uncomfortable, then I ought to be doing it.” That insight was liberating.

**Two areas received my attention: my mindset and my vision.** Maintaining focus, even when it is uncomfortable, is an advanced move. Old habits easily resurface under pressure.

The mental game strategies which athletes develop to reach the top also apply to entrepreneurs. Visualizing my desired outcomes kept me laser-focused on the possibilities. When I experienced discomfort about stretching myself, I continued to implement needle-moving actions to reach the next milestone. My focus emphasized a positive direction.

Instead of feeling anxious and allowing doubt to consume me, I was **focused and prepared!**

My sports psychology training gave me the **tools to dissolve my doubts, fears, and worries.** Emphasizing the things within my control, primarily my actions and my attitude, were game changers. This led to greater gains, especially where I would typically get stuck.

Fortunately, I had my special secret weapon for busting through blocks, fears and doubts. This is something I use for myself and with my clients. It’s called The Emotional Freedom Techniques, or EFT. EFT is similar to acupuncture, but without the needles. Once you know the technique you can do it on your own when those blocks arise.

EFT works with your energy system. Consider a water hose with a kink in it. The water may trickle out because the kink blocks the water from fully flowing. The kink represents negativity.

Now if I remove the kink, then the water can freely flow. Well, EFT helps to shift your energy and focus from the negative to the positive. It’s quick, easy and painless! Imagine how much more gets done when you’re in the flow instead of stuck or struggling.
I made a commitment to dedicate the rest of my professional life to sharing the importance of mindset, strategy, and needle-moving activities with my clients. My entire perspective about business and lifestyle has been transformed. It’s no longer a compromise between business and lifestyle. Both are possible.

I have worked with thousands of private clients, spoken to groups around the country, and created the Get Paid What You’re Worth System™, a series of five vital steps to grow a successful, thriving business.

This approach has helped my clients build a dream business that suits their lifestyle. I want that for you, too! No entrepreneur needs to play a smaller game or remain stuck. I know it doesn’t have to be a struggle for change to occur.

**What makes me different from other business success coaches?**

My years as a therapist, a photographer, an athlete, and a sports psychologist working with athletes and entrepreneurs makes me uniquely qualified to assist you in successfully building your ideal business.

My purpose is to help you develop the mindset, strategies, and action steps to succeed. As a psychotherapist since 1985, I know how to identify core issues—the challenges which slow down progress—and how to tackle them with a laser-focused approach.

Shifting your focus away from the negative and toward the positive is easier than most people realize. This doesn’t have to be a long, drawn-out process. Positive psychology and the Emotional Freedom Techniques are some available tools. I know how to get results, so you’ll step up instead of stepping back. Achieving success doesn’t have to be a struggle!

My success rate is so impressive because I’m very selective about who my clients are. I work only with growth-minded entrepreneurs who are serious about making a difference. These entrepreneurs take a no-excuses approach to doing whatever is necessary to claim their space at the top. And if they’re stalled, then we work through that challenge together.
This is why I’m compelled to show you why strategy and action aren’t enough. Mindset is the missing link to achieving success on your terms.

**Here’s what’s possible for you**

**Increased Income**

**Attracting Ideal Clients**

**Achieving Significant Milestones**

**Creating a Business You Love**

**Stepping Up as the Best in Your Industry**

... if you follow the formula that I’ll teach you here. I’m pulling back the curtain to reveal the 5 powerful steps I’ve discovered. Then I’ll share the new model for growing a profitable business which supports your lifestyle.

Ready to grow a business which supports you instead of drains you? [Apply for a complimentary “Grow Your Ideal Business” Strategy Session.](#) We’ll explore if, and how, I can help you build your ideal business.

**5 Critical Steps to Get Paid What You’re Worth**

With all things being equal, why do some entrepreneurs earn more than others? I’ve developed a specific blueprint which will shift you from average to a sought after professional. This blueprint offers you a competitive advantage.

Proper training teaches you the skill set to do something you love. Mindset strategies help you to improve focus, act on opportunities and strengthen your inner game. Both components, the “how-to” steps combined with mindset strategies, are part of your success formula.
Increasing your rates can seem like a leap of faith. Courage, not confidence, is required for this move.

**Step #1 – Start with Your Strengths**

Success begins with a decision. Getting paid what you’re worth means educating your clients about the value of your services. Defining your value goes beyond the packages or programs you may offer.

Justifying an increase in rates is difficult when you’re basing your services on what you do and the amount of time involved. The way to separate yourself from the others in your industry is to highlight the benefits of someone working with you. Get crystal clear on how you’re going to help that client achieve a specific outcome or result.

Now take a moment to allow yourself to dream about working only with ideal clients who value what you offer and are eager to get started. Envision this as if it’s happening here and now. Fully experience the moment.

Here’s what to envision:

1. Exactly what you want.
2. Specifically why you want it.
3. Details about how it will benefit others.

These details are more important than people realize. Neuroscience reports how our brains possess an inner GPS known as the Reticular Activating System, or RAS.

It’s similar to your car’s GPS. You don’t need to know how to get to your aunt’s house in the country. You put her address into the GPS and then relax. The GPS knows the route. All you have to do is follow the directions. Well, your RAS does that too.

See yourself getting paid what you’re worth. This sends a clear signal to your brain regarding what you desire to achieve. Your brain is wired for success.
After your brain receives the exact destination, it will begin searching for opportunities along the way. **Knowing the exact steps is unnecessary. All you need to do is follow each opportunity when it appears. Once you’ve achieved one milestone the next soon appears.**

**Challenge activity:** Create a strong compelling vision about working solely with ideal clients who value your services. Think about how much you’ll get paid, why you deserve to get paid those fees for your services, and how receiving these fees will support you and your business. Remember to describe your vision with rich, vibrant detail.

**Step #2 – Separate Fees from Time**

Your education and training gives you professional skills. Rarely does professional training prepare you to grow a prosperous business. Most entrepreneurs end up winging the business side of things. Basically, they’re figuring things out along the way.

Pricing is one of those things where entrepreneurs follow industry trends. They do what’s always been done. Just because something has always been done a specific way doesn’t mean it’s in your best interest to follow everyone else.

Actually, conforming to industry standards is a poor business strategy. They check out what others are charging. Then they decide to set their rates somewhere between the highest and lowest competitors. This is similar to randomly picking a playing card out of the deck.

Hourly rates are the most common type of pricing model. Your fees are connected to time spent on a job or delivering a service. This positions your services as a basic commodity. Now you’ve boxed yourself in.

Here are two reasons why this works against you.

**1. Experience.** Your expertise isn’t valued. The more experience you gain, the less time it will take for you to complete the job. You’ll actually earn less per job than you did when you first started out.
2. Expense. Charging by the hour positions your services as a cost. Watching the clock emphasizes time over expertise. Billing by the hour means you’re income will eventually max out since there are only so many hours in the day.

Here’s an advanced move. Teach your clients to view your services as an investment instead of an expense. Partner with your clients to achieve maximum results. This structure values your knowledge and skill set. They stop watching the clock.

Once time is given away, you can never get it back. Your expertise, however, is a valuable resource. It can never be taken away from you. Value-based pricing honors your ability to achieve a specific outcome.

1. Effective. Getting results which stick are important. Your clients either want to solve a problem or advance toward a solution. This applies to all service based businesses. Whether you serve businesses or you have a soft business which serves an individual, like in the health and wellness industry, this model will work.

2. Efficient. Achieving a specific outcome for your client has greater value than a long drawn-out process. Your clients want to get a specific result sooner instead of later.

Here’s the clincher, it’s possible to be efficient and not effective. You may be quick, but if you’re quick at something which doesn’t get the best result, then your service doesn’t have value. You’re future growth is dependent on the results your clients receive. Never compromise effectiveness for efficiency.

Helping my clients discover their value is our starting point. It’s possible to overlook your value because these are the things which are easy for you. Your value is connected to your unique talents and the way you help your clients.

Next, we develop your programs and services so they’re based upon results instead of time. This sets you apart from others in your industry. The bonus is how this approach also expands your earning potential.
**Challenge activity:** What specific needs do your clients have that you’re uniquely positioned to solve? Now list the specific results your clients get when using your services. Ask yourself, “*What changes did my clients get because they used my services?*”

**Step #3 – Success is Messy**

Earlier you defined your vision. This informs your brain of what you’d like to achieve. Now the time has come to put your desires into play. The possibility of doubling, or even tripling, your rate is exciting and uncomfortable.

Transitioning from dollars per hour to value-based pricing is a paradigm shift. A flurry of doubts and apprehension will arise as you prepare to raise your rates. You may experience resistance which stems from discomfort talking about money.

The last thing you desire is to appear salesy or pushy. We're on the same page. I completely agree with you.

Success is messy. Mistakes will occur along the way as you get comfortable with this process. Growth-minded entrepreneurs who are inspired by purpose and passion rarely view money as their primary motivator. Money, however, is a barometer of your ability to effectively help your clients achieve a specific solution.

Stretching beyond your comfort zone is important. Your rates are directly tied to your self-worth. Notice which specific beliefs and thoughts about money surface. This is a valuable opportunity to acknowledge which beliefs will help you grow and the ones which keep you stuck.

Your mindset is like a gatekeeper. The opportunity begins with awareness. Then you’re given the choice to reframe any resistant thoughts. Turning a negative into a positive allows you to progress instead of digging your heels into the sand. What are you ready to let go of so you can step forward?
Do you care what others think? People nearby will be closely watching you to see if you're new pricing structure actually works.

Don’t settle for a scarcity mindset. I encourage you to take a stand for your value. Your services make a difference. Stand by your core values. Then, acknowledge the transformation your clients receive. This causes any pushback to lose intensity.

Challenging the norm of how “things have always been done” can seem scary and invigorating. Stick with it. You will successfully gain new clients with your new pricing model.

Expect you, and your business, to grow from this process. This process requires courage and conviction. Eventually some of your colleagues who were watching on the sidelines will start to follow.

Risk is always involved when doing something for the first time. Remember your decision to move in this direction. With trial and error, you’ll eventually find your sweet spot.

I’m a results junkie. So when I shifted from my private counseling practice to business coaching, I immediately signed on with a business coach to fast-track my business. I didn’t even know what my coaching business would look like. I believed working with someone who had already achieved the results I was seeking would accelerate my success.

Pricing my programs was one of my first challenges. Think about the top experts in your field. They aren’t paid by the hour; they are hired to help their clients achieve a specific result or transformation.

The strategies and tactics are readily available. How often have you invested in a program which then ended up gathering dust on the shelf? Costly errors occur as you attempt to do it yourself. Plus, momentum is lost when setbacks occur.
Here’s my primary purpose for exploring these tough questions. I’ve witnessed too many highly talented, skilled entrepreneurs fail to succeed. They quit too soon; right before the breakthrough. Then they’re forever left wondering “what if...”

This doesn’t have to be your reality. The resistance arises when you can’t figure out how to progress in a way that feels genuine and authentic for you. It’s possible to turn any negative into a positive. This starts to tip the odds to achieve your dream business in your favor. My mission is to help you succeed!

Challenge activity: Which thoughts or beliefs stop you from raising your rates? Consider modifying those beliefs. What beliefs are better suited for growing your business?

What’s your ideal response when others question you? Own your decision to do things your way. Write out your response to anyone challenging you. Tip: You are not obligated to respond to anyone.

Ready to get the help you need? Apply for a complimentary “Grow Your Ideal Business” Strategy Session. We’ll see if, and how, my work is a fit for what you want to accomplish.

Step #4 – Stand Out as the Go To Expert

You already help your clients achieve a specific result, but it’s never been emphasized. Your consultations determine whether you get paid what you’re worth or end up negotiating your rates. This is a time for your potential clients to discover the value of your service. When done correctly your ideal clients will be asking you how to get started.

Why is this important? When a potential client doesn’t connect with your value, they raise objections to working with you. It’s that simple.
Well designed consultations will connect the dots between your service and discovering what your client wants to achieve. Your consultation allows ideal potential clients to envision themselves working with you. The beauty of these consultations is that you’re not selling them. They are enrolling themselves.

**Imagine never competing on price again.**

The issue of generalist versus specialist is a constant concern for some entrepreneurs. Instead of going wide like a generalist, specialists go deep with their specific expertise. Specialists earn a higher income than generalists, regardless of profession.

Emphasizing your value, and the outcome you offer, separates you from the competition. This positions you as an authority on your topic.

You’re experiencing it right now. This is exactly what I’m doing here. While I’m showing you the exact steps to get paid what you’re worth, you’re developing a clear vision of how I help my clients.

Consultations are a discovery process. They are considering hiring you. And you’re deciding whether you want them to become a client. This is an opportunity to explore whether you’re a good fit for one another.

Asking great questions uncovers their core issue. Speaking to their unexpressed needs is the quickest way to develop a connection and trust. Powerful, targeted questions engage them emotionally and intellectually.

Don’t wing your consultations. Ask questions which illuminate your ideal client’s specific challenge. Develop targeted questions which pinpoint their desire for change. Aim to discover the exact change they’re seeking.

**When my coaching clients learn how to voice their ideal clients innermost desires (which they’re able to solve), it’s like speaking the same love language. Potential clients feel “seen and heard.”**
Your challenge: Craft questions which focus on exposing the problem. Your clients need you to unveil their challenges. This earns you the right to discuss your services and the solution you offer.

If you’re talking more than 30% of the time during a consultation, then you’re talking too much. Trusted advisors lead with great questions. They highlight your value.

What are the exact challenges your ideal client wants to resolve (and you’re able to solve)? What questions identify their problem and the solution they’re seeking?

Step #5 – Solve a Need

Ever watch the movie Field of Dreams? Kevin Costner is told to build a baseball field and then the fans will come. That’s an ideal scenario.

Most entrepreneurs are thrilled to practice their craft. Your value, however, extends beyond the obvious. As mentioned before, value is directly connected to solving a need. Your clients value what you know, not what you do.

Let’s say you’re booked to speak at a conference in San Francisco. You currently live in New York. Your travel schedule is tight because you’re fitting this between other commitments. Flying with a specific airline or getting reward miles become secondary details.

On time arrival at your destination is your primary concern. Of course, you want some time to recover from jet lag and prepare for your presentation. Since you’ve traveled to
San Francisco before, you already know the airport sometimes has delays due to weather and fog.

Going online to book your own tickets is an option. However, possible flight delays worry you. So you explore other options.

An associate raved about her travel agent. You never considered a travel agent before. You go ahead and ask for her contact info to discover how she works.

This specific travel agent primarily services busy executives. Because of that, she immediately grasps the importance of your time constraints.

She is highly familiar with the San Francisco airport fog issues. She knows which times of day to avoid. Her service includes access to her private cell phone number 24/7 while you’re traveling. In case of unexpected delays, she will re-route you. Basically, she handles all the important trip details.

After an initial conversation, you agree to let her manage your travel arrangements. She offers a concierge service where everything from door-to-door is done for you. She books your flights, hotels, and car-service reservation.

You are now freed up to work on client projects. The option to reach out to her with any travel concerns is a huge relief. She handles everything from start to finish. Not only was this easy, saving you time, your travel agent gives you peace of mind.

**Discover your superpower.**

Your value is connected to your unique talents and gifts. My clients affectionately call this their superpower. Your superpower separates you from other businesses.

Basically, your clients are interested in four primary factors. They’re interested in whether it will be easy, fast, save them money and make them money.
During our work together, Mike chose to niche in the wine industry. He possessed specific knowledge about their needs and challenges. Because of his expertise, his services extended beyond general accounting.

Together, we designed three different packages for his clients. One was for smaller wineries that were price sensitive. The middle package met the needs of growing wineries. The mature wineries with a robust business opted for his largest package.

It was easy for wineries to get started with his firm since he offered various packages that addressed their specific needs. Once a package is chosen, and clients agree to its scope, the on-boarding process begins. By the way, clients pay in advance for his services. No more surprise bills at the end of each month.

The shift away from a billable hour to value-based pricing meant Mike’s firm no longer chases money. As a result, his cash flow’s improved.

Mike aggressively paid off credit card debt and purchased his office building. These milestones were accomplished in 8 months instead of 3 years.

As a trusted advisor, Mike is a business resource for his clients. Not only does he help them save money on their taxes, he advises them on how to strategically increase their profits. On a regular basis, they’re meeting with him to discuss current business challenges, financial forecasting and projected growth.

The firm continues to grow. Because most of the compliance work is delegated to his accounting staff, he’s not burnt out by the end of tax season.

Instead of primarily working in the business, Mike works on the business. His time is devoted to developing strategic referral partnerships, rising up as an industry leader and solving his clients business challenges.

If you don’t know your destination, how do you know if you’ve arrived? You need to know where you’re heading. The big picture strategy offers you the bird’s eye view. Your
actions include needle moving activities along the way. Then there’s the “X” factor which influences how quickly you implement.

Clients highly value these top 4 needs.

1. Easy. Can they easily achieve that result?
2. Quick. How fast can it get done?
3. Make money. Will your service help them to make money?
4. Save money. How does your service help them to save money?

Would you like my help with getting paid what you’re worth? Apply for a complimentary “Grow Your Ideal Business” Strategy Session.

Your challenge: Consider the four needs listed above.

How does your service directly or indirectly address these needs?

1. Easy.
2. Quick.
4. Saves money.

Formulate questions which address each of these needs. This is a process. As you discover the concerns of your ideal client, your consultation questions may change. (Hint: your ideal client is not everyone.)

This advanced move gets you started: Interview your ideal clients to discover their specific needs and biggest challenge. Find out how you made a difference. Ask questions which quantify your value.
These steps are designed to deliver results. Follow this formula to get paid what you’re worth. With time you’ll realize what was once difficult is now easy.

Whether you or someone else is doing the selling, you’ll want a system. Systems are your ticket to freedom. How to optimize your resources will be addressed in the next section.

**Break Through the Glass Ceiling**

This book started out with The Success Formula.

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The Success Formula
Strategy + Actions + X = Your Profitable Business
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Are you ready for an advanced move? Let’s dive into the X factor. Here’s what’s revealed:

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Your Ideal Lifestyle Business Formula
Time + Money + Energy + Mindset = Lifestyle Business
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Ongoing success is more than a matter of luck. Successful entrepreneurs understand the commodities in their business. Then, they develop plans to optimize them.

It’s up to you to choose your best next move wisely. And yes, if you love to strategize but find follow through and systems boring, then honor that. This is your ticket to freedom.

Let’s discuss each part of the formula. With this model, you’ll enjoy the rewards of being an entrepreneur.
Time – Find more time in your day

Owning and operating a business is demanding. **It’s possible to grow your business without ending up a slave within it.** A lifestyle business let’s you live how you want while running your business.

### 5 Ways to Increase Your Efficiency:

1. Create systems so you’re not continually reinventing the wheel.
2. Find someone who loves to do the things that you struggle with.
3. Automation.
4. Block time. Take control of your agenda.
5. Learn to say “no.”

School has trained us to excel at everything. That doesn’t apply in the real world. Your value lies is excelling at the things you do best.

Earlier we acknowledged that specialists earn more than generalists. Recognize your obstacles and challenges. You now have permission to get them off your plate.

Recently I was talking with Alex, a client, with perfectionist tendencies. Like many growth-minded entrepreneurs, Alex possessed high expectations. He insisted on doing everything himself. Even delegation of basic tasks was unacceptable. Basically, he didn’t trust anyone else to meet his standard.

So Alex worked 60 to 80 hours per week. This cut into his family and personal time. He stopped doing the things he loved most simply because he was constantly chasing deadlines.

Growth was unthinkable. Even contemplating that thought caused anxiety. There weren’t enough hours in the days for any new clients.
In less than five minutes we developed a check list of specific basic tasks. Later he outlined the system for completing those tasks. Although he was apprehensive about testing his plan, Alex desperately desired to escape burnout.

Within 30 days he hired 3 part-time contract workers. He freed up 20 hours of his time each week with this one strategic move. This broke the glass ceiling for his income. Growth was once again possible.

Alex recently completed his first $2,000,000 launch. Currently, 60% of his income is generated from passive revenue. Travel and fun are now regularly scheduled into his calendar. Imagine how that’s changed his life!

Now that he’s made this change, he wondered why it took him so long. Well, Alex was unable to see the solution because he was too close to the problem. He faced a roadblock which he couldn’t overcome on his own. This cost him frustration, time and money. Once we revealed the solution, in a way which was genuine and authentic to him, he was eager to follow through.

You see, resistance isn’t that you don’t want to resolve the issue. Instead resistance appears because you don’t know how to do it in a way which feels genuine and authentic for you. The solution is coachable.

Money – The truth about money

Money is neither good nor evil; it’s neutral. Basically, money is a form of exchange and currency. Your values and beliefs influence your relationship with money.

So if it’s working for you, then that’s great.

Sometimes, however, beliefs and values conflict with your desire for prosperity and success. Money issues are clues of an inner struggle. I’m here to tell you it’s possible to step out of the struggle, once and for all.
Your prosperity mindset influences your entire business.

- **Pricing.** Are you competing with the low cost leader? When was the last time you raised your rates?
- **Offers.** How well do you articulate your program’s value and the transformation your clients enjoy?
- **Sales.** What’s your threshold during sales conversations? Do you love the connection part, but hate to sell?

Trading dollars for hours with private, one-to-one services is a great way to start a business. This model, however, limits your earning potential since time is finite. You can only work so many hours before it takes a toll.

Your system, which we spoke about in Step 3, can be delivered in three different ways.

1. **Privately.** Working with one client at a time.
2. **Leveraged.** Helping a group of clients at one time.
3. **Passive.** Clients are following your system without any direct access to you.

Time is a commodity. Your rate is determined by how much access someone has to you. This means private one-to-one services are the most valuable.

Raising your rates can be uncomfortable the first time around. All the doubts, fears and worries about whether you’ll kill a potential sale because your fees are too high will surface. I know; I’ve been there too.

My highest paying clients are my best clients. They recognize the value of the transformation. There’s something about having skin in the game. These clients achieve better results since they’re fully committed.
I’m speaking from personal experience. Working with a business coach and participating in mastermind groups is something I continue to do. What I learn from my mentors is passed forward to my clients.

There’s always room for improvement. Plus, I’m seeking mastery. Masters, the individuals at the top of their field, are students first. They recognize their best business investment is in themselves.

My intention is to partner with my clients. We work through the gunk about raising their rates. What would you need to let go of to consider raising your fees? Then we dive into the value-based pricing model so you stop trading dollars for hours.

It’s important to fully own your value and articulate the transformation you offer. Our aim is to double your income while working half the hours. Imagine raising your rates by 50 to 100%. How would the increased cash flow change things for you?

**Energy – Manage your energy**

Some people are more energy sensitive than others. Identify what lifts you up and which sources drain your energy.

Energy is a valuable resource. You are in charge of where it goes. It’s possible for you to take charge, even when things appear to be beyond your control.

Follow these three ways to protect your energy:

- **Eliminate the activities which drain you.** Arrange your services so your gifts and talents are optimized. Imagine what it would be like to get paid for doing the things you love most.

- **Remove the energy vampires.** You know who those people are. Spending any time with them is exhausting.
• **Say what you mean.** Don’t say “yes” when you really mean “no.” You’ll overextend yourself by saying yes to every request. The procrastination and resentment which follow indicates that you’re acting out of integrity.

When I first met Nancy, a gifted healer, she was in survival mode. The vision of her ideal practice had faded. She caved into the pressures of those around her. Nancy gradually strayed away from her ideal business model because she lacked confidence.

Her entire being was drained when we first met. The daily grind caused life to become rather vanilla. Rekindling her purpose was our highest priority.

Even as a care-giver, she realized reclaiming her vision was a necessary survival move. She just didn’t know how to accomplish this on her own.

Working 40 hours per week was more than what she originally signed on for. So we regained control of her schedule and patient load. Yes, she even referred out non-ideal patients.

Strategically we created block time which cut her work hours in half. Stacking appointments together helped to manage her time. This improved her efficiency without compromising quality.

Rejuvenation was next on the list. Time was freed up for fun activities. She added in activities which nourished her being. Exercising regularly, traveling and reigniting her marriage topped the list.

Next, her fee structure was ready for a makeover. Her fees were connected to her value. We creatively explored how to raise her income with passive and leveraged options since her rates and third party payments were firmly set at her clinic.

Here’s what happened. She added $3000 monthly recurring revenue within the first 90 days of working together. Her work hours were cut in half while doubling her income. She only accepts ideal patients and happily passes non-ideal patients to other practitioners in her clinic. Aligning with her purpose has up-leveled her life.
Nancy desires regular getaways and adventures. She now travels for extended weekends every 90 days.

Between trips, she trains for challenging marathons. So when she was training for a marathon, we’d shift focus. Instead of business coaching we’d focus on mental game training for the race. Then when the race was over we’d return to advancing her business. Mindset and success go hand in hand.

An added bonus is that Nancy and her husband are working on their relationship once again. She shared with me that “our work together has made this the best year of my adult life!”

An unexpected result was re-evaluating the health care industry. She’s now exploring how to transition from healthcare to life coaching. The strategy we laid out for this transition would once again double her income without any additional time spent working.

**Mindset – How you show up**

My experience from working with high-achieving entrepreneurs and competitive athletes has reinforced the importance of mindset. Top professionals and champion athletes approach success differently than everyone else. As I mentioned before, strategy and tactics aren’t enough when you’re aiming for the top.

**Confidence is over-rated**

Moments will arise when confidence seems out of reach. Seeking confidence is the proverbial chicken and egg dilemma. Success raises confidence, but confidence is not always available. This places you in a highly frustrating loop.

Self-doubt does not discriminate. Entrepreneurs at all levels of success experience self-doubt. I’m here to champion for you. It’s possible to crack the code as you leap forward with your business.
What’s the secret? Don’t allow self-doubt to sabotage your dream. Choose to boldly take your next best move despite wavering confidence.

Courage is the solution. This is when you do what’s necessary, although it’s difficult. Fear, worry or doubt may continue to surface. However, don’t automatically retreat. Choose a different response.

Courage motivates you to rise up to the challenge despite wavering confidence.

Confidence isn’t required to succeed, yet courage is.

Here’s the COURAGE framework to accelerate your success.

1. **Check in.** A quick reality check helps to regain perspective when doubt and fear arise. Are your concerns based upon real, actual danger? Or a rerun of an old familiar pattern? Do these thoughts still work for you?

2. **Oust the inner critic.** Doubt is rarely based upon reality or logic. The inner critic is triggering a well-worn story. You’re familiar with this perspective. Gain awareness about other points of view that exist.

3. **Unity.** You’re not the only one experiencing apprehension. The mastermind community for my business coaching clients is a safe place to express concerns without judgment. Join a group of entrepreneurs who seek similar results.

4. **Recognize the options.** Only 3 responses exist.

   1. Decide to remain in your comfort zone and step away from your dream.

   2. Lower your expectations.

   3. Choose a new response.
5. **Attitude adjustment.** Choosing courage is not the easy choice. As an athlete and entrepreneur, the decision to excel beyond my comfort zone was a game changer. That’s when I realized “if it is uncomfortable, then I must do it.”

6. **Go for it.** If not now, then when? Switch focus from the end result to the here and now. Notice what is possible right now. Keep it simple by choosing the easiest move which gets the best results.

7. **Expand beyond the comfort zone.** Success is messy. Because of that, you grow along with your business. Who you are today is different than who you’ll become as your business grows.

**Courage gets results**

Courage leads to results, even when confidence is absent. Consider it like a muscle which you want to strengthen. Following through with uncomfortable actions builds this muscle. Courageous actions lead to more courageous actions.

Accessing courage is easier with a crystal clear mission. The courage to pursue a big challenge comes from within. You’re more likely to get out of your own way when meaning and purpose fuel your actions.

Courage, unlike confidence, means you stand up, brush yourself off and continue on your path when things don’t go as planned. Remember-you already possess everything to overcome your current challenge. Desire and passion fire you up to tackle challenges, even when you’re uncomfortable and it’s inconvenient.

Now that you’ve got the formula, it’s time to get moving.

**Action – Discover your best next move**

Steady consistent action steps are preferable to bursts of action followed by inactivity. This is the marathon versus the sprint analogy. Growing a profitable business which deeply serves your clients and supports your lifestyle is a marathon.
Begin with your starting point. Then consistently take the next step. Research shows that a 1% gain each day over the course of 20 days improves your results by double.

Implementing daily and weekly action steps is the quickest way to grow a business you love. This is similar to the theory of compounding interest. Momentum is preferable to starts and stops.

More is achieved at a faster pace when I’m working with a business coach. My bookkeeper noticed that when I’m involved in a mastermind program my income increases.

Accountability is one reason. The real value is access to a trusted resource. Struggling with unanswered questions costs time, frustration and money. As challenges arise, I desire insights. This helps to maintain my momentum.

Now you possess the formula to get paid what you’re worth. It’s your key to growing a business that supports your lifestyle.

Leap your business forward with a system that addresses key, critical elements. This includes defining your value, clarity about the solution your client desires and designing your consults so you’re extending an invitation instead of pitching a sale.

Get started by returning to page one. Follow each step in the simple formula which I’ve outlined. Then enjoy getting paid what you’re worth.

Or, you can connect with me to figure out your best next move.

Yes, I’m offering a private strategy session because if you’ve gotten this far in the book, then it’s obvious you’re committed to accelerating your success.

Here’s what to expect during our private strategy session:

* Discover exactly what’s stopping you from attracting clients and money;

* Create a clear plan to grow your business to the next level;
* The one simple step you can take immediately to get into action!

* Discuss if and how working with Loren at BusinessSuccessSolution.com may serve you

Well, that’s it! Thank you for reading all the way through.

My mission is to inspire you to achieve your vision. Yes, it’s hard work and tough at times. Many will quit too soon, falling short of their full potential.

I encourage you to give your business all you have; don’t hold yourself back. Entrepreneurs get more engaged and energized by stepping beyond their comfort zone.

When you consistently show up and do your best, then no matter what outcome happens, you’ll never have regrets or end up burdened wondering “what if…”

If you’re inspired to reach out, then let’s talk during a complimentary “Grow Your Ideal Business” Strategy Session. We’ll discover your best next move.

Let’s celebrate your success!

Warmly,

Loren Fogelman
What people are saying...

**Doubled my net income**

I have been steadily working with Loren since 2016. After the 2015 tax season, my business had stalled. I was putting in long hours without any additional profit. Loren changed all that for me.

I remember that I felt like I only had enough money to pay off some debt or put a down payment on my office building; I am happy to say that I doubled my net income and was able to do both, and now I am getting ready to start a remodel.

Currently, my business is unrecognizable to what it was before Loren’s coaching. My team has grown, I only work with ideal clients and now I’m a recognized expert in my specialty.

Justin Botillier
Rogue Tax Professionals

**Monthly income grew by 50%**

I literally reached every single goal we set including firing my worst client, increasing my monthly income by 50% and keeping it there, and replacing 50% of my income with passive revenue.

More importantly I am a changed man. I have grown in confidence, courage, and resilience. Where I saw a dead end, I now see endless possibility.

Jon Humberstone
Immediate results!

I now possess the tools to succeed! “Loren is AH-MAZING!” I’ve taken control of my business, set healthy boundaries and use my time more efficiently. I can now get more done in a day than ever before. My business immediately started growing.

If you’re struggling within your business and there isn’t enough time in the day to get everything done, reach out to Loren. You’re time with her is more valuable than you can ever imagine.
Kira Zavala
StaffChex

Increased prosperity!

Loren's unique way of combining both inner and outer strategies was the perfect fit for my needs. She helped me zero in on some blind spots and blocks and create incredible belief and perception shifts. I was able to let go of a lot of "inner gunk" I didn't even know was there.

She is an incredible idea generator and was able to share direction and development possibilities that I had not considered or could not see myself. My business and life was enhanced tremendously.

I now have a greater grounding into the next upleveled direction that my business is moving in, the centeredness to execute it and an increase in my prosperity.
Heather Dominick
businessmiracles.com
Business growth: home office to executive suite

When I first met Loren my office was in my home - I didn't take my work as seriously as I should - seeing it more as a hobby than a true profession.

Procrastination sidetracked me. Loren's support contributed to significant business growth, taking action instead of making excuses. As a result, I now have a business partner and moved into an executive office suite.

I cannot even believe that all this has happened. Loren and the mastermind group helped me stay focused on what I needed to be successful.

Robin Brown  
Aspire Accounting

Achieved beyond my capabilities!

Working with Loren has increased my awareness between my limiting life beliefs, and how those are directly influencing my business.

Loren skillfully and gently shines a light, assisting me to become conscious of what was previously unconscious, and from there, make new life and business choices.

The results are tangible in my ever-expanding life and business.  
Vrnda Leier  
Yoga Soulutions

Still reading? It’s your turn to take action now!!

If you’re ready to take your business to the next level, then let’s talk during a complimentary “Grow Your Ideal Business” Strategy Session.