

# Five Proven Steps to be Paid What You Really Deserve



## Getting the Most Out of Coaching, Consultancy or Freelancing

Chris Sissons, February 2017

## What on Earth do You Think You're Doing?

*"Profit is no more the purpose of business, than breathing is the purpose of life."* John Kay

... you're a coach, consultant or freelance and you're not making as much money as you should

- You enjoy what you do
- You're good at it
- You have a market for it

And ... perhaps ... you're not really a business person – you're in business to benefit your clients and society. You didn't anticipate how difficult earning money would be. After all your first priority in business is to share your thing.

Most coaches and consultants undercharge! Have you thought about why you earn money? Why you need to charge a realistic rate for your services? **Jot down your reasons and then compare your list with mine:**

1. You have to eat (so do your family and friends)
2. You need to pay overheads for your business, for training, coaching and marketing services
3. When you charge more, you need fewer clients. This saves time to do other stuff you enjoy or put more into looking after your clients
4. If you undercharge, what are you saying about the value of your offer? And you are pulling down everyone else's prices too.
5. Your income brings money into your neighbourhood and keeps it circulating. You have purchasing power and can choose which businesses you purchase from.
6. You can donate to charities and invest in other businesses.
7. You have freedom to make your own decisions.

Remember you contribute to society when you earn – so go out there and do it – a lot of other people benefit when you earn a decent income.

Here are 4 + 1 tips you can try today to improve your performance as a business, even if you're not interested in business!

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## 1. INNOVATION



**Design your high-end service first.** Most people start by planning their cheapest service. Stimulate your imagination by starting high.

**Imagine a client offers to pay £50 000 for 6 months of support. What would you offer them?**

Bear with me and go with these figures. Remember you just need to list what you would provide, there's no need to go into detail.

Finished? No? Tough, isn't it?

When you are finished, ask yourself these questions:

- How many clients paying at this rate, would you need over 12 months?
- Is there anything, from this list, you could add to your medium and low-end packages?
- Can you think of the type of person who would pay for this package? Where would you look for them?
- How would you persuade them to buy your package?

Most businesses have to build their reputation to charge very high fees and so you may decide to bring your high-end charge down. But don't be afraid to ask for high fees and to increase your fees as demand for your services increase.

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## 2. Collaboration

*“To walk alone is possible, but the good walker knows that the great trip is life and it requires companions.”* Dom Helder Camara



You really don't need to do everything on your own!

That £50 000 package might look easier as a joint enterprise! Can you plan your package with someone with similar values to yours, who offers a complementary service? If you both find 1 client, you both make £50 000!

And of course you can collaborate on low-end packages too!

**Make a list of people you collaborate with now. Could you extend your work together? What about others you have not approached yet? Who is out there who, like you, works alone and might value an opportunity to try something with you?**

Consider friends, family, past clients, suppliers, contacts through networking ...

There are advantages to meeting face-to-face but don't discount the possibility of collaboration online. Even if you never meet in person, different perspectives from elsewhere in the world might make for an amazing package.

You don't have to collaborate on a package. Consider

- marketing together,
- sharing office or shop space,
- joint workshops,
- webinars,
- house sales parties ...

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## 3. Education



It's really important to find, build and educate your tribe.

There's masses of information available. Here is a brief outline, so you know what to look for ...

### Find

1. Your tribe is not a huge number of people. Don't try to contact everyone. The smaller your target group, the more likely they are to hear you.
2. You need to know where to find them. Either meet them directly or find people who know them and can put in a word for you.
3. When you meet your tribe the task is to build relationships with them, not to make an instant sale.

### Build

The best way to build your tribe is to use an email list.

1. Use an email list service such as MailChimp or Aweber. Check out MailChimp's free service, which has some restrictions depending on what you want to do.
2. You need an incentive for people to join your list.
3. Communicate with your list regularly but not so frequently you become irritating.
4. Offer information, ideas, learning and occasionally a link to your website.

### Educate

Provide high quality, accessible and entertaining education.

1. Learning opportunities by email. This is not as easy as it might sound but done well it can be effective.
2. Links to online educational opportunities, eg blog posts, webinars, online courses. You can offer links to other people's material; don't forget to ask about affiliate schemes.
3. Details of live events if your list is mostly local. These might be workshops, talks, house parties, networking events ...

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## 4. Stories



You need to find your voice; the language you use to communicate with your tribe. Most of us use theoretical or technical language. This has its place but to interest your tribe you need transformational language; the language of stories.

**So, sit down with pen and paper and jot down 10 or more stories, just the headings, from your life experience. Don't settle for fewer than 10 because you need to dig deep, beyond the idea that "nothing interesting ever happens to me".**

Done that? Good. You may find a use for most or all these stories, so don't throw your list away. The next step is to choose three stories that speak to your tribe, tells them about you, your values and motivation.

Choose the best of these and write it in full. Here are some tips.

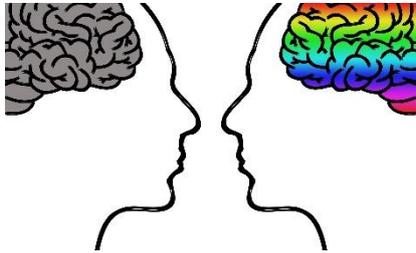
- Use pen and paper. You can type it later. There's something about hand and brain working together that engages the heart.
- Be concrete. Name places and people (by all means protect the innocent with false names).
- Remember sensations – what did you see, hear, touch, smell and taste? Sensations are evocative.
- How did you feel? What did you say or do and does it convey what you felt?
- Make sure your story has a structure. A beginning, middle and end is a good idea. For example, describe the situation or challenge you faced, then the transformational incident and finally the outcome.

This will help you find your keynote story. There are many other stories you can write to support your business about you, your tribe, your offer, your location and all manner of other things.

# Finally

## 5. Two Brains are Better than One

*“My brain: It’s my second favourite organ.”* Woody Allen



Mostly our brain does its job brilliantly. But two brains are at least twice as good as one. This is why collaboration works. Two brains (or more) can work miracles.

Coaching is collaboration, where you discuss your work with someone not directly involved. It is confidential, so you can voice concerns you find difficult to discuss with the people around you.

Here’s a secret: successful business people use coaching for self-development, even though they don’t have a particular problem. Go it alone and you are more likely to fail.

Local marketing is a personal activity – you have to promote yourself. You need to

- navigate masses of published marketing and sales material. An expert consultant, familiar with both online and in-person marketing, can help you find the right approach for you.
- make choices that are right for you. You need marketing that matches your personality, values, skills and experience. So, you need a non-directive consultant.

My coaching service combines expert and non-directive consultancy:

- We focus on you and your business to find marketing that suits you. You are in the driving seat, make decisions and implement them.
- I offer a done-with-you service. Once you know what you want to do, online or in-person, I help implement your decision. We work together so you learn how to do it. Whether it is a website or a workshop – I help you design, build and troubleshoot your approach.

My initial coaching session without charge, identifies the next steps for your marketing and we find out whether we can work together. So, call me on 07887 352841 or go to my [Community Web Consultant](#) website and sign up.