

THE MAGAZINE FOR NEW ZEALAND WOMEN IN BUSINESS

# Venus

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programmes  
for 2016

ISSUE 11 | VALUE

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*at the* HELM  
*of* VENUS







# your VALUE

I'm picking that one of your goals this year is to earn more money. One area that is often overlooked when planning for more profit, due to it being perhaps a little uncomfortable, is to increase prices. When was the last time you increased the price of your services or products?

What if I told you, your income could triple, and the only thing you'd need to change is the way you view what you offer the world — your value, and how you package it — the way you communicate your value.

The level that you value yourself, is the level that people will value what you do. And your value comes from the thoughts and feelings that you've got as part of your money mindset.

Everyone has different beliefs about money, and the beliefs you hold will be determining the balance of your bank account. You may want more money, and at the same time, not feel you are worthy or capable of earning more.

If this is the case, you'll need to do some inner work, looking at your beliefs and self-talk around money. This inner work will take a little time and self-reflection. Begin by noticing your reactions to discussions about money. Instead of squashing down or ignoring your feelings and thoughts, take note of them. Be mindful not to judge your thoughts and feelings, otherwise you'll tighten your grip on them. Simply observe them and be curious about whether they serve you.

Journaling about your feelings or discussing them with a trusted friend can help you discover the beliefs that are behind your feelings. You can then decide whether those beliefs serve you, or whether you're ready to let them go and choose empowering beliefs.

To help you discover what your deepest feelings, thoughts and beliefs about earning more money actually are, I am running an "Earnings Ceiling Meditation" webinar on March 16. It guides you through visualising vastly different income levels. This visualisation can reveal thoughts and beliefs about earning money that you didn't know you had. The audio of the meditation will then be available on the Venus website so that you can use it to track how your reactions to the different levels change over time.

As you consciously put to one side the beliefs and ideas that hold you back, you move into a position to do the "outer work" — communicating and marketing your message, without sabotaging yourself. It's time to identify a market that values you, the same way that you do. This may not be your current market. You might need to plan a transition, put together a new package, or research what your current market will happily pay more for.

People will pay different amounts of money for having a want over having a need fulfilled. Clients value a need being met higher than a want. If you can find a pain point for your customers, and offer your market a "pain killer" rather than merely a "vitamin" — a want you can fulfil — then you are offering compelling value and can charge accordingly.



YOU MUST  
SEE THE  
**VALUE IN  
YOURSELF,**  
BEFORE YOU  
CAN EXPECT  
OTHERS TO  
**VALUE YOU.**

You need to communicate exactly who your market is and point to persuasive evidence of the value you provide them. This must be persuasive both to clients and to yourself, because you need to state your prices confidently, with a smile and without any hint of discount on the horizon.

Venus One Minute Topics often cover these exact questions, and your Venus group is the ideal sounding board. The more clarity you have with your marketing communication, the more confidence people will have in you, and the more value you'll be known for delivering.

Finally, any time you are working on value and money, remember that vagueness is the enemy. The clearer and more precise you are the easier it will be to achieve the results that you want and increase the profit you've set your mind on.



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