

The Spirit of Wealth *mastermind AND masterclass*

WITH AMIRA ALVAREZ

Law of Compensation

1. The need for what you do...

What problem do you solve and what happens for your client when you help them solve this?

What does this allow your client/customer to be, do, or have?

If she's able to do this, what does that allow for her to be, do or have? *Keep digging until you get to the final "ah-ha".*

Is that a big need or true problem?

What is that worth?

What are you charging?

Do you need to charge more?

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2. Communicating your value:

Have you connected the dots between the surface problem, the true problem, and the value of solving both of these in your marketing and messaging? Where could you do this better? And how will you do this?

Where could you do this better? And how will you do this?

- Website
- Social posts
- Podcasts/interviews
- Videos/FB lives
- Emails to clients and non-clients
- Newsletters
- Sales conversations
- Conversations with team
- Other
- Other
- Other

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3. Your ability to do it...

Think inner game and outer game.

How do you need to grow? What could you do better or improve?

What do you need to learn? What skills do you need to acquire?

What do you need to let go of?

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4. The difficulty in replacing you...

How do you do it differently? What makes you unique? What are your key attributes and contributions? How is your approach different? Think in terms of unique skill set, perspective, character traits, attitude, soft skills, work style, etc.

How do you own, recognize, and value your unique contribution?

How do you dismiss, not see it, or value your unique contribution?

How could you demonstrate your uniqueness to the world?

How could you share more value with the world? (Clients, prospects, strangers, Team, family, friends, etc.)

What could you do to increase your ability to value yourself?

What new beliefs, habits, and goals need to go into your Creation Playbook?