



**MARYLARSENDESIGNS.COM**

Designing Your **MONEY** Success™

## **You're Worth MORE Than You Think!**

When it comes to making money – and when it comes to your life in *general* – what you think about and focus on will have a tremendous impact on you and your success.

To give you an example of how powerful your mind is, just imagine biting into a super tart lemon. What happened when you imagined it? Your mouth started to water! THAT wasn't even reality and yet just look at how "real" it was to you.

When it comes to how you feel about your worth – the most obvious place in your business where this shows up is in your pricing. So keeping that in mind – let's start changing how you feel about your worth!

### **1.) The # 1 reason why you don't make the money you want – is your *money mindset*. It's what you *think* about money.**

Now imagine you are about to tell a client how much it is going to cost to work with you. On a scale of 1 to 10 - 10 being great! - how does that make you feel? What are you thinking about the money? What is your mindset like?

For most people, a ton of negative stuff comes up. So let's get rid of all that negativity right now, so you are free to have a conversation around money with the right money mindset *without* bringing any baggage to the talk.

(If you are completely comfortable with your money conversations, think about how you would feel if you doubled your prices when you had that conversation. Remember, in order to grow in your business and in the money you make you have to be *uncomfortable*.)

## **Money Barrier Breaker #1**

Take out a blank piece of paper and spend five minutes just writing down all of the bad thoughts that come up for you when you think about talking about money. Things like – they will never pay for this – they'll just hire someone else – they'll say I'm too expensive.

Write down the things that come up for you personally.

Now take a minute – read over your list – now crumple up the paper and literally throw it in the trash!

Money Barrier Breaker #1 – Throw it Out!

This isn't just a cool exercise – it's backed up by a scientific study. A study was done in 2012 at Ohio State University by Dr. Richard Petty that showed when people wrote down and "threw away" their negative thoughts they had more positive thoughts later than those who didn't throw them away.

So when those money monsters jump up and grab you – write 'em down and Throw Them Away!

## **Money Barrier Breaker #2**

Now maybe you don't have time to sit down and write out your list. So for barrier breaker 2, just think about all of those negative thoughts. And now, imagine them twisting all together creating a big long strong rope between you and the sales conversation. Got it? Can you picture it?

Ok – now take out your big imaginary "good" scissors and CUT that rope right in two. Cut the cord. Cut it right out! All of that negativity is gone, just like that. And you are free to have that sales conversation without all your negativity dragging you down. You will be in the RIGHT money mindset!

Money Barrier Breaker #2 – Cut the Cord

## **2.) The one time to NOT trust your intuition**

Let me be very clear – as a general rule I am a huge believer in intuition. I think we know things. I think God gave us knowledge, but in the world we live in sometimes it gets harder and harder to hear what's He's telling us. But we can practice and we can be still and we can get the message.

There's one place in your business where you shouldn't trust your intuition. And that's when you *set your prices*.

It makes perfect sense. You've been told how to think about money since birth, by your family, by society. Things like – women don't talk about money, it's not nice to talk about money, it is better to give than to receive – I mean no wonder the relationship we have with money can be so messed up!

So when it comes to pricing your services – if you look at your price and say yep, that feels right, that's my intuition telling me I'm right. I can almost guarantee you are wrong and you are not charging what you are worth. *Because too many things have gone on around money for your intuition to come through.* It is so trampled down and covered up it can't get through. But once you start using the tools you just learned, you'll start uncovering your *real* intuition around pricing.

### **3.) The simple secret to use in sales conversations every time to make you instantly more comfortable**

Here's the good news. You know what your services are. You know what you charge. And you have practiced what you are going to say. So when it comes time to have the conversation.....

*Stop thinking about yourself.*

*Start thinking about the client.*

I know it sounds simple, but it works! It takes all the pressure off of you!

You're not thinking about what to say next, or how you're going to say it. You're not thinking about the script you've been memorizing, you're not thinking about *any* of that.

You're thinking about the client – listening to them, hearing them – and it means you are *here*. You are in the *now*, in the *moment* – and you *hear* them.

*People want to be heard.* They want you to care. And being in the moment – thinking of your client – will make all the difference for you during the sales conversation.

So stop thinking about yourself. And start thinking about the client.

### **Why are we even *talking* about charging what you're worth?**

**Because when you don't make the money you want to make, you...**

- doubt in what you are doing, making you feel smaller every day
- Have frustration with your work, shrinking the good you can do
- fear that you are doing things wrong, freezing you in your tracks  
**and then worst of all**
- quit your business, giving up on your dreams

**But when you ARE paid what you are worth, you...**

- Approach your work with confidence
- Have Passion for your work, leading to more inspired results for your clients
- Know that the work you do is making a difference in the lives of your clients  
**and then BEST of all**
- Inspire others doing what you love

Nothing makes me happier than when you start getting paid what you are worth. I firmly believe that when you make more money – everyone wins. You win, your family wins, the organizations that you support win, and your clients win because your work rises to a new level.

So use these techniques to get into the right money mindset – because you ARE worth more than you think!

***Here's to Designing Your Money Success,™***

A handwritten signature in black ink that reads "Mary". The signature is written in a cursive, flowing style with a long horizontal stroke extending to the right.

**-Mary Larsen**

**PS – If you didn't receive Mary's completely free gift to you "You're Worth More than You Think! Part II" just send me a quick email to request it – you won't want to miss it! [mary@marylarsendesigns.com](mailto:mary@marylarsendesigns.com)**



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