

THE ONLY
6 RESOURCES
YOU NEED FOR A
6 FIGURES A YEAR
BUSINESS



DEBBIE ZITA

STRATEGIES FOR MOVING FROM TIME TO VALUE-BASED PRICING

Implementing a value-based pricing model into your business is one of the surest ways to safeguard, grow and scale. For many, this can require a mindset shift. Time-based pricing communicated that your value is limited to the hours you work and is not a true reflection of what you offer.

1. MAKING THE SHIFT

Are you confident in your offering? Can you demonstrate the positive measurable outcomes your clients should expect? If you're confident in this, you can comfortably make the shift into value-based pricing. Follow these steps to successful implementation of your new pricing model:

2. KNOW YOUR VALUE

Being able to communicate the benefits of working with you is paramount. Get clear on your value so that when questioned by the client, you have responses and reasons at hand to demonstrate why your costs are what they are. Consider writing some pricing scripts for tough questions and reluctant prospects. Then try practicing this with a friend or colleague until this becomes natural for you.

3. CLARIFY YOUR CLIENTS' EXPECTATIONS

Depending on the sector your business operates in, your clients may not be used to working with value-based pricing. But here's the key: people only care about results. Whether those same results take 20 hours or 12 hours to deliver is immaterial to them. Make sure you spend time at the beginning of your agreement to pinpoint their needs and create a plan to solve their problems in clear, measurable ways. Spend the time to consider the scope of the project and clearly communicate what you will offer and for how much.

4. CONSIDER BUNDLING PACKAGES

Packages for your service are attractive because they can provide multiple benefits and 'bonus' outcomes that your client may not have expected. You get to control what's included and the client feels satisfied that they're receiving more.

5. WORK SMARTER, NOT LONGER

When you control your timings you start to become masterful at what you do. The incentive for padding out hours or doing things the way you always have disappears and you start to become more strategic about how you will deliver results. Use the time to innovate and focus.

6. MASTER YOUR INNER FOCUS

Usually clients gravitate to where your inner attention is. Hence, if you're focussed on their results, they will gravitate there. If you focus on your pricing, they will be forced to look there and then question your value and time equation. Hence, keep your attention spotlight focussed on their goals and results and it will end up as a 'win-win' outcome.



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FIND YOUR LEADERSHIP SUPERPOWER

Every leader has a unique set of strengths and weaknesses, but understanding your Leadership Superpower allows you to capitalise on what truly makes you a great leader. Go through the following leadership style quiz and note which of them resonates the most for you.

How do you typically react to a crisis?

- A - I command my team with direct, specific tasks
- B - I consider whether the situation is genuinely a crisis and try to keep perspective
- C - I use it as a new opportunity to test one of my staff's management skills
- D - I lead by example in making tough decisions and facing difficult conversations
- E - I reach out to those in my team who may be effected and offer my support

When hiring someone new, I...

- A - Expect them to be able to follow my directions timely and effectively
- B - I'm curious to see what their style and strengths will prove to be
- C - Ask them to present me with their goals, ideas and input.
- D - Quietly assess their skills, working style and attitude over time
- E - Make sure they feel valued and involved by me personally

How do you best motivate your team?

- A - Give them clear goals and rewards from the outset of a project
- B - Share the big picture objectives with them and invite them to be part of it
- C - Provide a social, relaxed and happy working environment
- D - It's not my job to motivate staff; I try to hire self-motivated people
- E - I foster strong relationships of respect and recognition

When someone in my team makes a mistake:

- A - they need to be punished and have clear goals to resolve their mistake
- B - I need to understand the cause of the mistake
- C - they can come to me for advice but otherwise can sort it out themselves
- D - I will make a note of it and closely monitor their performance for future reference
- E - we all make mistakes, so it's not a major issue

The best teams are those that:

- A - Are clear with specific roles and set objectives to work towards
- B - Are free to innovate, challenge ideas and grow
- C - Have opportunities for progress and development outside of a defined role
- D - Exceed KPIs and deliver high-performance results
- E - Enjoy what they do and feel valued

Mostly A? You're a **Director**: in charge, clear, and focused, you offer your team a solid leadership style without any vague misunderstandings. You reward people well for meeting the goals you set.

Mostly B? You're a **Creator**: a free thinker who sees the big picture and always questions the status quo, you like to build unique teams that work towards a long-term goal while considering new ways to innovate.

Mostly C? You're a **Connector**: an expert communicator, you lead with a well-rounded perspective for everyone involved and are skilled and building high performing teams. You have built a strong network of contacts over many years.

Mostly D? You're an **Executive**: you expect excellence from your team and you take charge by making the decisions. You understand that sometimes being disliked is part of being a strong leader.

Mostly E? You're a **Nurturer**: a skilled relationship-builder and confidante, your staff feel immense trust with you and often reward you with their loyalty. You spend a lot of time on team building and one on one communication.



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VALUES IDENTIFIER WORKSHEET

1. Select each value you would identify as congruent with and relevant to you and your business.
2. Refine that initial list to a top ten.
3. Further refine this top ten list down to a top five list of your key values.
4. Further refine those to top 2, one each for Personal and Business
5. Every morning connect yourself with these 2 values before you commence your day

- | | | |
|---|--|---|
| <input type="checkbox"/> Accountability | <input type="checkbox"/> Ethics | <input type="checkbox"/> Order |
| <input type="checkbox"/> Achievement | <input type="checkbox"/> Excellence | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Adaptability | <input type="checkbox"/> Expertise | <input type="checkbox"/> Passion |
| <input type="checkbox"/> Adventure | <input type="checkbox"/> Faith | <input type="checkbox"/> Patience |
| <input type="checkbox"/> Ambition | <input type="checkbox"/> Family | <input type="checkbox"/> Peace |
| <input type="checkbox"/> Aesthetics | <input type="checkbox"/> Flexibility | <input type="checkbox"/> Perceptive |
| <input type="checkbox"/> Authenticity | <input type="checkbox"/> Freedom | <input type="checkbox"/> Perfection |
| <input type="checkbox"/> Balance | <input type="checkbox"/> Fresh | <input type="checkbox"/> Perseverance |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Friendship | <input type="checkbox"/> Personal growth |
| <input type="checkbox"/> Boldness | <input type="checkbox"/> Fulfilment | <input type="checkbox"/> Personal development |
| <input type="checkbox"/> Bravery | <input type="checkbox"/> Fun | <input type="checkbox"/> Professionalism |
| <input type="checkbox"/> Candid | <input type="checkbox"/> Generosity | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Caring | <input type="checkbox"/> Greatness | <input type="checkbox"/> Relationships |
| <input type="checkbox"/> Change | <input type="checkbox"/> Growth | <input type="checkbox"/> Respect |
| <input type="checkbox"/> Clarity | <input type="checkbox"/> Happiness | <input type="checkbox"/> Responsibility |
| <input type="checkbox"/> Collaboration | <input type="checkbox"/> Harmony | <input type="checkbox"/> Responsiveness |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Hard work | <input type="checkbox"/> Risk taking |
| <input type="checkbox"/> Community | <input type="checkbox"/> Healing | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Competitive | <input type="checkbox"/> Helpful | <input type="checkbox"/> Sanctuary |
| <input type="checkbox"/> Connection | <input type="checkbox"/> Independence | <input type="checkbox"/> Security |
| <input type="checkbox"/> Conversations | <input type="checkbox"/> Individuality | <input type="checkbox"/> Self-worth |
| <input type="checkbox"/> Conviction | <input type="checkbox"/> Innovation | <input type="checkbox"/> Service |
| <input type="checkbox"/> Cooperation | <input type="checkbox"/> Insight | <input type="checkbox"/> Sharing |
| <input type="checkbox"/> Courage | <input type="checkbox"/> Intelligent | <input type="checkbox"/> Simplicity |
| <input type="checkbox"/> Courtesy | <input type="checkbox"/> Introspection | <input type="checkbox"/> Stability |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Integrity | <input type="checkbox"/> Strength |
| <input type="checkbox"/> Curiosity | <input type="checkbox"/> Involvement | <input type="checkbox"/> Success |
| <input type="checkbox"/> Daring | <input type="checkbox"/> Joy | <input type="checkbox"/> Tastemaker |
| <input type="checkbox"/> Dedication | <input type="checkbox"/> Justice | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Depth | <input type="checkbox"/> Kindness | <input type="checkbox"/> Tough |
| <input type="checkbox"/> Development | <input type="checkbox"/> Knowledge | <input type="checkbox"/> Tradition |
| <input type="checkbox"/> Dignity | <input type="checkbox"/> Leadership | <input type="checkbox"/> Trust |
| <input type="checkbox"/> Discretion | <input type="checkbox"/> Learning | <input type="checkbox"/> Truth |
| <input type="checkbox"/> Diversity | <input type="checkbox"/> Legacy | <input type="checkbox"/> Understanding |
| <input type="checkbox"/> Drive | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Unique |
| <input type="checkbox"/> Duty | <input type="checkbox"/> Love | <input type="checkbox"/> Variety |
| <input type="checkbox"/> Empathy | <input type="checkbox"/> Mastery | <input type="checkbox"/> Virtue |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Money | <input type="checkbox"/> Wisdom |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Nature | <input type="checkbox"/> Youthful |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Objective | |
| <input type="checkbox"/> Equality | <input type="checkbox"/> Openness | |



WHAT'S YOUR WEAK LINK IN BUSINESS?

Knowledge is power. Use this quick guide to identify any potential weak links in your business, or keep this at hand as a reminder of what to monitor and improve.



WEAK DECISION-MAKING

Indecisiveness, overthinking, a lack of confidence and passivity can create a weak decision making link and **impede your business growth from the top down**. Strong leaders devote time and attention to improving their decision-making capabilities.



POOR SYSTEMS

Poor business systems result in **higher costs and wasted time**. Inadequate Systems allow for more errors and lost opportunities, while affecting customer service and retention. This alone is a major cause of why smaller and medium sized businesses often fail.



TECH ILLITERACY

Being tech-savvy is increasingly becoming a non-negotiable in business. The costs of letting your business fall behind in this area include lost productivity due to inefficient admin and other processes, a loss of marketing opportunities and new business, as well as a general inefficiency across systems, people, communications and more.



FINANCIAL WEAKNESS

A compromised cash flow **threatens the viability and existence of your business**. Put simply, without positive cash flow in your business, you can expect a hit to your credit ratings and a threat to your business' competitive advantage, making it difficult to grow and attract customers. Personal stress is another result of negative cash flow and has a flow on effect to your business.



COMPROMISED COMMUNICATION & LEADERSHIP

Poor communication in **business can harm productivity, clarity and morale** to name just a few major risks. Habits such as vague emails, ineffective reporting, unclear instructions and a lack of open dialogue are small issues that can add up to create a serious risk to your business.



YOU'RE NOT HAPPY!

You don't wake up excited about the day ahead; you've lost the drive to succeed in your business and find it hard to remember your purpose... a lack of fulfilment from what you do, who you serve and the team you surround yourself will eventually lead to failure in your business as you are simply not aligned with your business goals.



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THE CO-FOUNDER AND PARTNERSHIP CHECKLIST

Taking on a co-founder or partner in business is a choice that requires a degree of risk and also offers great rewards. While everyone has his or her own unique systems for determining a good fit, this guide can help you in your early decision-making process.



WORK ETHIC

It's crucial to establish whether you and your potential partner share a common work ethic and dedication to succeed. Can you ascertain this from his or her experience or by talking to people whom they have worked with?



COMPLEMENTARY SKILL SETS

In an ideal partnership, you each fill each other's knowledge and skill gaps, bringing varied offerings to the team and helping each other along the way. If you both have too similar a background you might find that this brings overlap and is not as valuable as a more diverse pairing.



EXPERIENCE

A basic but fundamental consideration; the right partner for you will possess demonstrated experience demonstrating their ability to handle difficulties, manage projects and work well within a team.



SHARED ETHICS AND MORAL CODE

Holding a solid ethical code that is consistently followed will go a long way to helping you achieve success congruent to your values. Your ethics will shape everything from your business practices to your budget so it's key to establish a shared vision and values set. For help with this, refer to our *Values Identifier Worksheet*.



EXPECTATIONS

Do you both agree on how the responsibilities will be split and the hours you will contribute? Do you have an agreed exit strategy or long-term goals? Are you both going to take a salary from the business or will you have a set timeframe for this? These are the nitty-gritty considerations you need to discuss and agree on before you start working together.



NO RED FLAGS

Complete your due diligence and take the time to really know and understand your potential cofounder. This person will be a big part of your life so it's important to crosscheck their credentials, reputation and experience. Additionally, make sure you get along well and have a positive rapport so that you can also have fun together and enjoy each other's company.



FLEXIBILITY

Do you both have the ability to be flexible and compromise where necessary? This does not mean being passive or compromising on your decisions, it simply means being willing to consider varying opinions and be open to your partner's reasoning.



COMMUNICATION & CONFLICT

Can you have open conversations and broach difficult topics with your potential partner? Or do they become defensive and avoid conflict? Working as a partnership, you will encounter differing views and you will at times both make mistakes. It's important to trust that you will both be able to handle difficult situations and find solutions through the conflict.



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GET CLEAR ON YOUR MESSAGE

This template is designed to help you audit the communication of your brand voice and messaging. We recommend you complete the Values Identifier Worksheet before you use this template.

tone

Identify the desired tone you want your communications to be, e.g. humorous. Keeping this characteristic in mind, see if this is evident across these areas:

Website pages

Your website copy text is in a friendly and funny tone, perhaps with puns, familiar characters or idioms. Images used evoke a friendly feeling and make people feel relaxed.

Email

The email text is written in a relaxed, friendly tone with jokes as appropriate.

Names are customised/autofilled to be more personal

The subject line is friendly/casual/fun

Social Media profiles

Your social media profiles and posts are constructed with a casual, friendly tone and use humour in some way.

POSITIONING

Is your positioning/your USP evident across all your communications? Perhaps you're the only provider in your category that doesn't test on animals. Make sure you include this key positioning message at every touch point to make your value offering consistent and clear.

Website pages

Does your USP get mentioned across your Home, About/Services pages and elsewhere on your site?

Is this achieved through subtle reminders including a blend of images, word choice and testimonials?

Emails

Do most of your emails (bulk) make mention of your special USP and values? Does your email signature or selected media features/blog posts reference your USP?

Social Media profiles

Do you partner with and cross promote to organisations that share your vision and values? Is your social advertising targeted to an audience that cares about your point of difference?

STYLE

Identify a brand that uses a communication style or voice you would like to emulate. This can be in a different industry for a completely different product or service. Notice how they replicate this style across all of their communications to create a positive and consistent overall impression.

Website pages

The style will be consistent across all pages and documents. Certain words will be repeated and the same ideas and values will be made reference to in different places.

Emails

There will be a consistency to the look and feel, as well as the voice. Often there may be a distinctive lay-out, structure or sign off so that the emails are memorable.

Social Media profiles

Even if it's a large company, it will seem that there's just one person communicating and responding across social channels.



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