

Getting Paid Your Real Worth

The Key to Developing a
Successful Business



Julian Campbell
Business Wizard®



Your Confidence



Your Mindset – The Law of Attraction



Who do I think
I am?

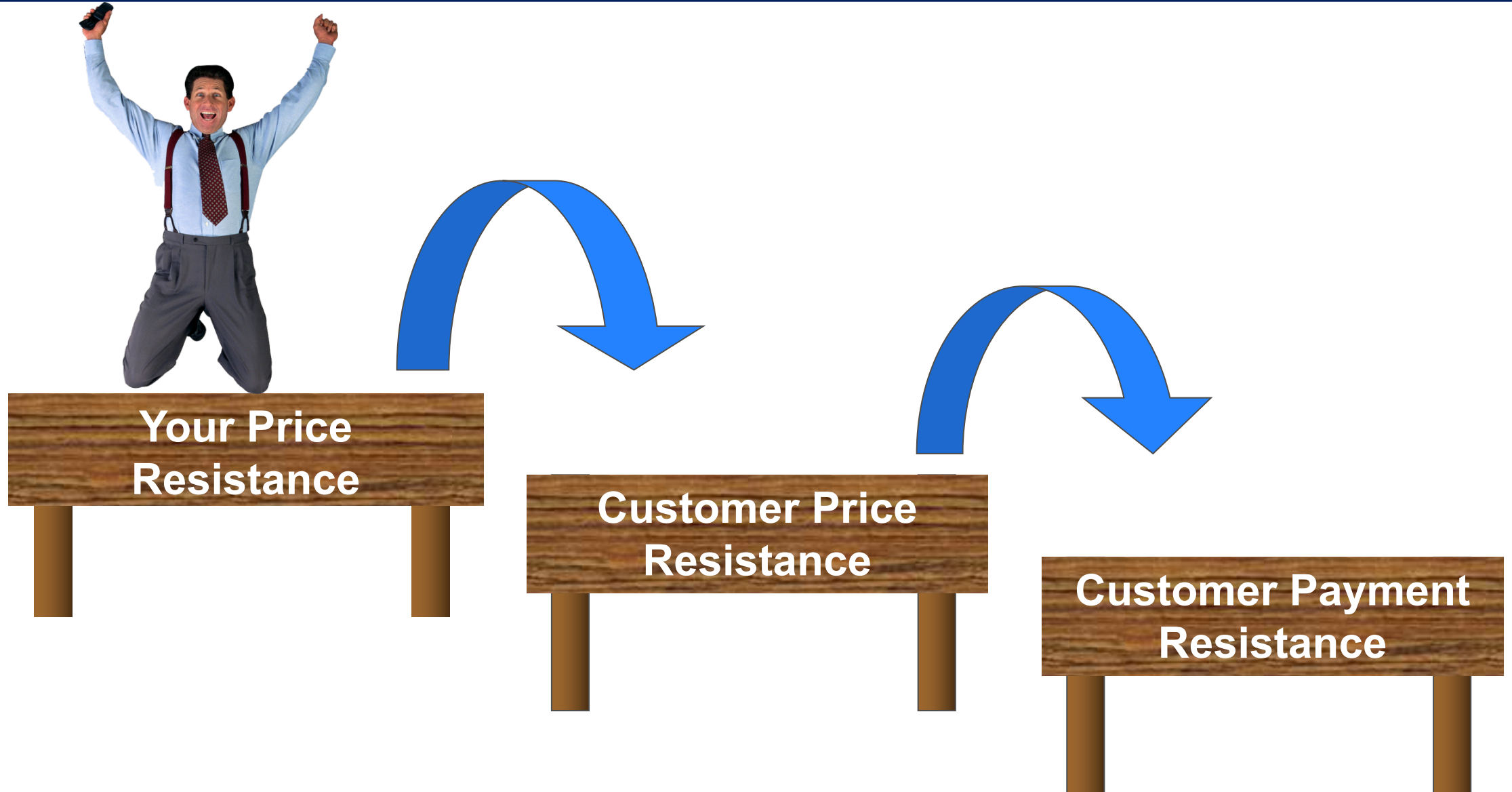
No one's going to
pay us that much

This Customer
won't buy!

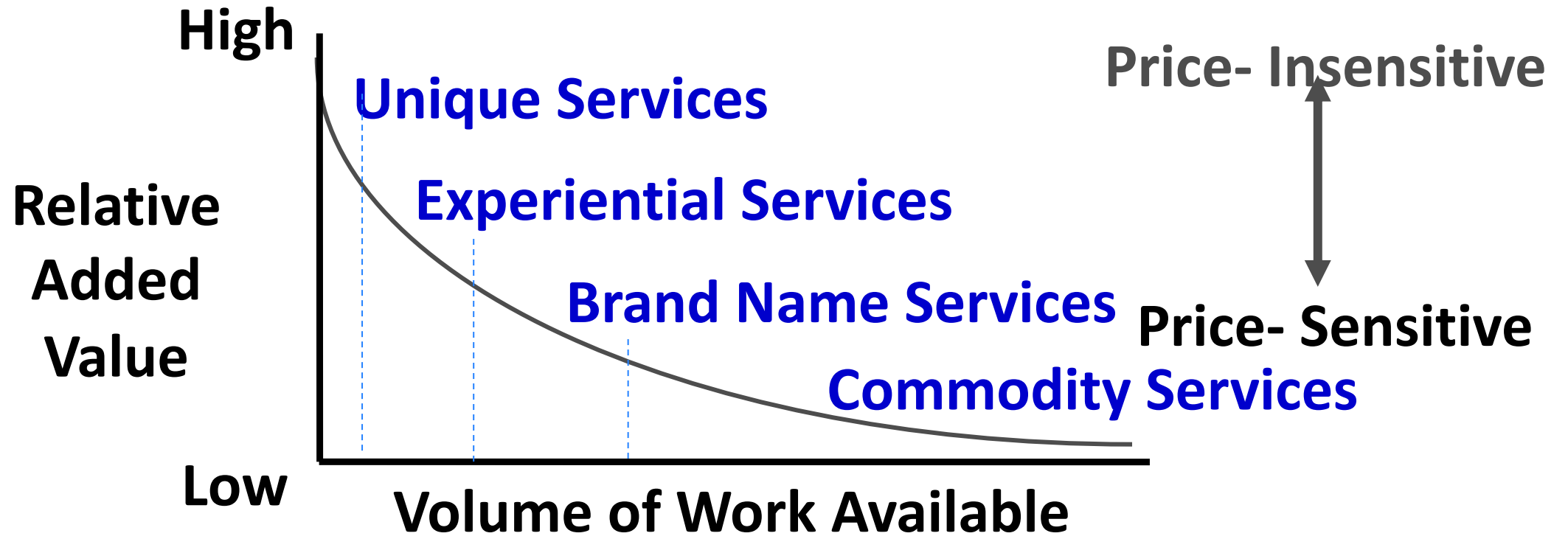
The competition
is better

You Attract What You
Think About!

Overcome Pricing Emotions



The Value Curve



(SOURCE: Adapted from William C. Cobb,
"Beyond the Billable Hour: An Anthology of Alternative Billing Methods")

Getting Paid Your Real Worth

Max Chargeable Hours per Year

To earn \$100,000 $\frac{100,000}{1000}$

To cover overheads $\frac{30,000}{1000}$

\$100 + \$30 = \$130 / hour

Total to be charged Plus 10% GST = \$143 / hour

1000

= \$100 / hour

= \$30 / hour

= \$130 / hour

= \$143 / hour



Did You Get It Right?

You Charge \$143 per hour, but you only get 500 Chargeable Hours that Year

\$143 x 500	\$71,500
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Less your overheads	\$30,000
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Less your GST	\$7,150
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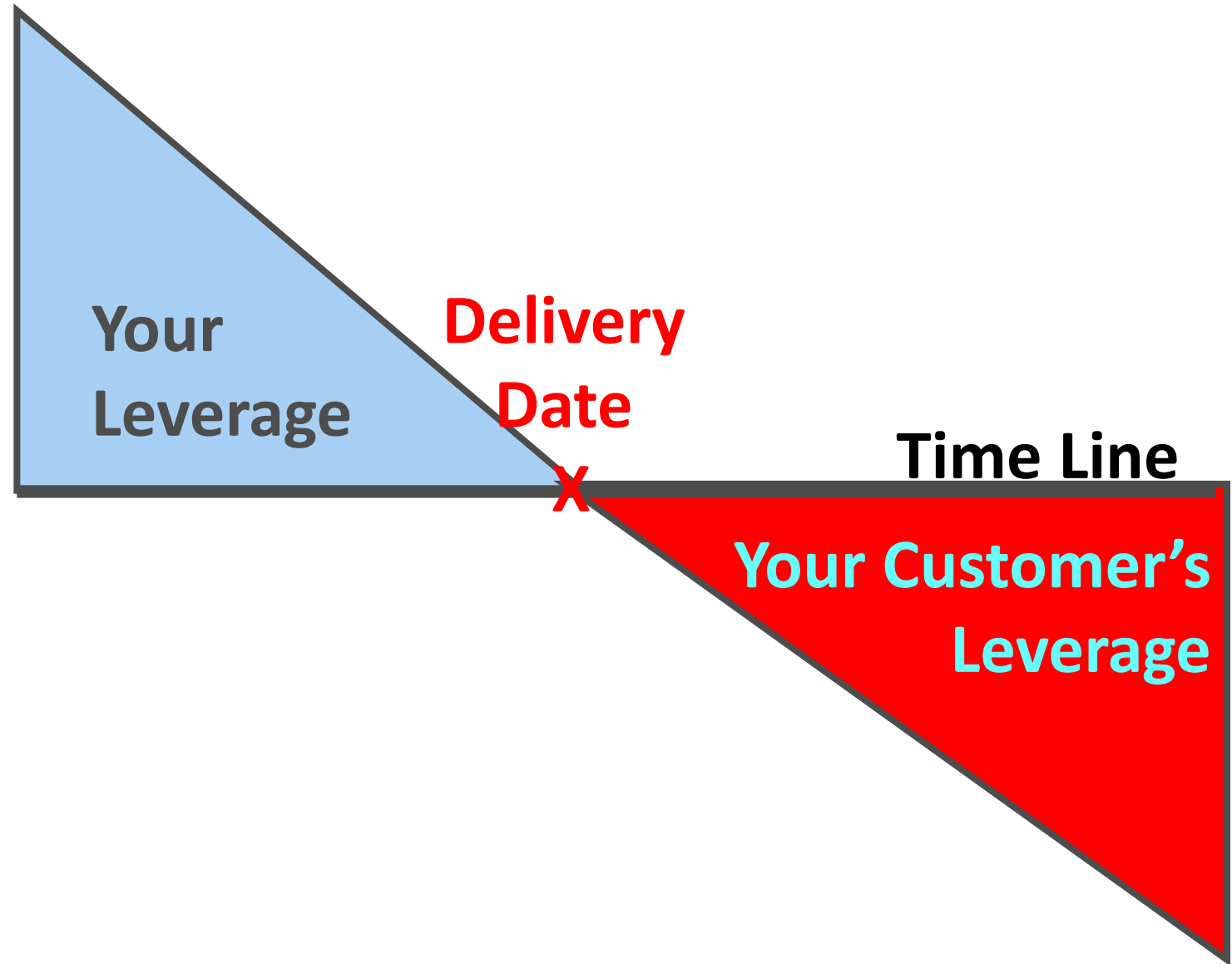
So you only get	\$34,350
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You should have charged	\$286/hour!
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Do you believe you are worth that and more?



Leveraging Your Payment



Rules for Getting Paid



How much are you owed?



Do you understand a real customer pays?



Do you have a written credit control policy?



Elements -

- Terms
- Application Form

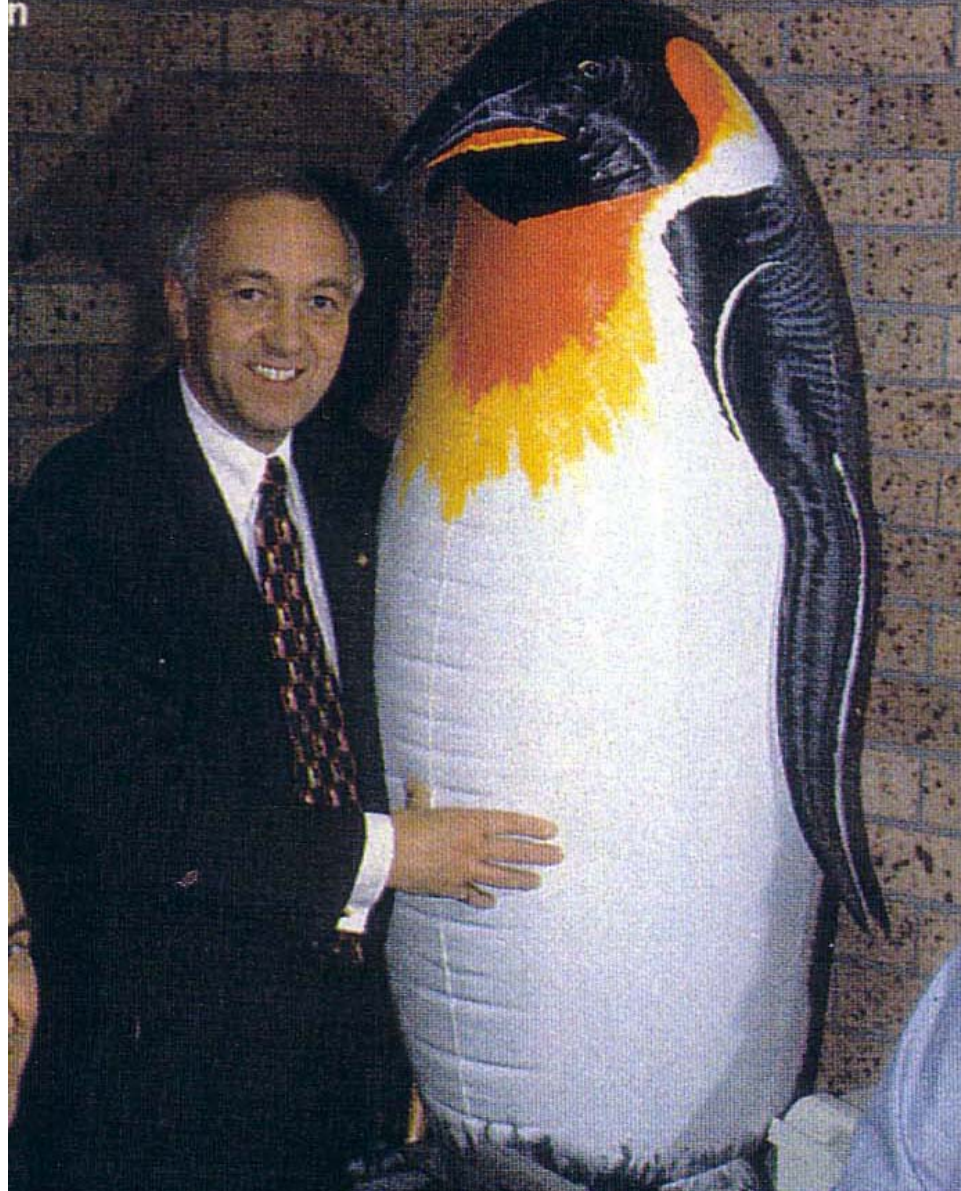


What You Need to Consider

- ✓ Who are you dealing with?
- ✓ 5 References
- ✓ PPSR
- ✓ Personal Guarantees



Breaking Your Comfort Zone



Your Challenge

To Get Paid What
You Are Really
Worth







Julian Campbell
Business Wizard
0414 736 484

julian@catalystforgrowth.com.au
www.businesswizard.com.au



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CATALYST
FOR GROWTH
www.catalystforgrowth.com.au

