



"But I Can't Charge For It!" THE GIVER'S GUIDE TO MAKING A LIVING

As a personal and business evolution coach, I meet many people who are either already in business for themselves or want to make a career change to do something they really love. In both these groups, a common complaint is: "I know what I want to do a LOT more of... but I can't make a living at *THAT*."

There are three steps to move yourself from this place of "but I can't charge for it!" to happy employment, making a living while making your dreams come true. You CAN be prosperous being yourself all day! I'll show you how!

STEP 1: CONFRONT YOUR LIVING MYTHS

I hear the same obstacles over and over -- and that's why I love to bring passion-seekers together in groups. When you hear someone else telling the same story about their massage practice that you tell yourself about your music or that your partner tells herself about her artwork or that your brother tells himself about his handcrafted furniture, you start to see through the myths. So connect yourself with other passion-seekers (Soul of Business Success workshops are a good place to do this!) and bust up the myths. This list may help, too. How many of these myths do you hang onto?:

- What I do - or want to do - isn't something people pay for
- If I charge for it, it doesn't count as service
- I can't keep that special feeling when I get paid for it - accepting pay creates pressure
- When I get paid for my work, I have to do a better job
- I'm not good enough at it to be paid for it
- What if I charge for it and no one wants to pay?
- I can't make my whole living doing this, so why bother charging?
- People don't even understand what I do, let alone want to pay for it.
- Another favorite myth:

- Another favorite myth:

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__ Another favorite myth:

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Draw out all the myths or false beliefs that hold you back, then create the positive opposite for each one.

Positive assumption 1: _____

Positive assumption 2: _____

Positive assumption 3: _____

Positive assumption 4: _____

STEP 2: BUILD A PRACTICAL, PASSION-INSPIRING VISION

Look at the positive assumptions you created in step one and for each one, ask yourself, "If I knew this was true, what ideas would I have for moving my passion forward?" For example, *"If I knew that the more I talked to people about what I do the more people would find me effortlessly, what would I do to move my work forward?"*

These ideas are the foundation of your practical vision. For the passion-inspiring part, let's take a trip into the future. This future has no constraints. You can do anything you want to do. People are open and ready to receive. They are delighted to exchange value with you. What do you see yourself doing? How do you see people benefiting? What are they saying about your work? Return to your vision workshop regularly and continually elaborate on your vision.

Set a clear target. What date are we looking at? _____

What is your goal in terms of service? How many people or projects will you work with/on/for by then?

How much money do you need to be paid for this service, during this time frame? (this may be very different from what you'll earn later on!)?

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STEP 3: PUT OUT YOUR SHINGLE

Now that you've an idea where you're headed and some thoughts about how to get there, it's crucial to strike while the iron is hot, before the doubts and fears have a chance to creep back in and undermine your determination. Step out - take some InterActions... connect with people! Start with a sliding fee or "pay-per-value" or a crazy-low introductory offer, if you like. My first 5 coaching clients paid \$30 a month - that's less than minimum wage! But it got me going, and it had me out there as a PROFESSIONAL. And that's where I want you! You're ready to make the identity migration - from "I'm someone who likes to _____" to "I am a professional _____er." And when you're a professional, you do what it takes to stay a professional, even if that means other income streams (like that day job you're so used to!) are a part of your revenue plan for taking care of yourself... and taking care of business!

Enjoy your business, enjoy your customers, and please don't be a well-kept secret. You CAN charge for it. We all deserve for you to serve the world in this way. Please don't withhold your light from us! Enjoy!

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