



Value Activator Tool

Ready to Master Money in your business? Great, then you gotta begin by activating your clarity about the value you deliver.

The Value Activator may, at first, seem like just a kicky little poster pin-up. But it's actually a game-changer. That's because -- whether you've just got an idea or you've been running your business for years -- all UPLEVELING begins with your clarity.

(After that, you need to know what steps to take – but don't worry – we'll get you there!)

Every business delivers value. The problem for so many small business owners is that they don't have a clue what that means. They just "do what they do." They never take the time to own their expertise, claim their unique genius and tout their cool features. (Sound familiar?)

Time to change that!

HERE ARE THE INSTRUCTIONS FOR THE VALUE ACTIVATOR TOOL ON THE NEXT PAGE

- 1. FILL IN EACH SECTION ACCORDING TO THE GUIDELINES BELOW.**
- 2. DON'T OVERTHINK. AND DEFINITELY DON'T OBSESS! JUST MAKE IT YOUR GOAL TO FILL IN EACH SPACE.**
- 3. WHEN YOU'RE FINISHED, POST THE VALUE ACTIVATOR BY YOUR DESK. READ IT DAILY FOR SEVEN STRAIGHT DAYS. NOTICE THE DIFFERENCE IN YOUR PERSPECTIVE OF YOURSELF AND YOUR BUSINESS.**

Each section is designed to create clarity on the elements of your true value. The completed tool will be your very own manifesto that shows you – point-blank – what makes you unique and valuable as a business owner. (In our next training, we'll be adding dollar signs to this! So make sure you take the time to fill this out!)

HERE IS HOW TO FILL IN EACH SECTION

1. VALUE YOUR UNIQUENESS

In this section, complete this sentence: *What makes me most unique in my service or industry is...*

2. VALUE YOUR EXPERTISE

In this section, complete this sentence: *The expertise I bring to the table is...*

3. VALUE YOUR VALUE

Fill in five words that best describe you or what you stand for...

4. VALUE YOUR FEEDBACK

Fill in three raves you've gotten from people who love what you do. (Feel free to use actual quotes!)

5. VALUE YOUR STORY

Share one defining moment in your life that led you to do what you do...

