



**MINDABILITY**  
Consulting

# Know And Sell Your Worth

An eBook for  
bold, undaunted,  
and energetic  
HR founders.



**Learn our precise 6-step process**

Know and sell your worth so you can  
communicate more effectively with HR  
clients and boost your business revenue.

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Powered by MindAbility

Hi there  
HR founder,



Firstly, welcome to **Know And Sell Your Worth!** It's a privilege to have you here and you should be proud of yourself for investing in your business and your professional development.

This resource is designed for HR founders like you to help you take strides towards creating the business you want. We'll guide you through a series of key challenge areas that business owners like you typically face as your company grows.

As your business coach and cheerleader, I'm here to support you to improve and scale your business. I've been in your shoes, and I know the steps you must take to overcome the hurdles that are stopping you from being where you want to be.

**Be prepared to challenge yourself and get comfortable with the uncomfortable as we elevate your HR consultancy to new heights!**

Happy reading,

Sam

Before we dive in, it's important to share how to utilise this guide for optimal results. As you read through, keep these points in mind:



### **Take a step back:**

Self-evaluation can be challenging because you care so deeply about your business and rarely take time to reflect. However, it's essential to do so if you want to identify the true challenges and opportunities you're facing in your business. Take a step back and review your performance and operations as though you're external to your business. This is a challenging ask (I know!), but the reward is significant!



### **Factor time for reflection**

Ideally, you should take your time working through this eBook – perhaps a few weeks. If an answer to a question doesn't come immediately, take some time away from the screen/page and see what comes to mind. Journaling is a great way to reveal thoughts and feelings you didn't know you have.



### **Share your progress**

I'd love to learn your thoughts and progress – don't forget to share your progress with me on LinkedIn by using **#HRwins**.

- ✓ **Take notes as you go:** We have no doubt that questions and ideas will arise as you work through the eBook. Use our Notes page (the last page) to record anything that arises and ask away at the end.
- ✓ **Remember action matters:** This eBook will not magically improve your business – only you can do that! The only way to see change is to complete the activities, take the action steps, and implement your learnings.



## Key To Interacting With Know And Sell Your Worth:

### Learn:

The context, challenge, and solution to the focus topic.

### Act:

Put your learning into practice and create positive change in your business.

- ✓ **Activity:** A chance to personally review your experience.
- ✓ **Action Step:** An opportunity to implement the activity.

KNOW AND SELL YOUR WORTH

# Do You Struggle To Know And Sell Your Worth?

If you're like most HR founders, you KNOW that you have a lot to offer your audience. However, you struggle to truly communicate and SELL your worth.

All too often, this results in business failure. Why? Because without acquiring new clients and generating more revenue, businesses simply don't survive.





Before this extreme, there are some warning signs:

- ✔ You find it difficult to attain and retain clients.
- ✔ You're not clear on who your ideal client is.
- ✔ You haven't optimised your services and you don't have clarity on what you offer.
- ✔ Your revenue is stagnant or you're not sure how to package your services.
- ✔ You haven't automated key services.
- ✔ You're not sure how to increase your market share.
- ✔ Your confidence and commitment wavers as you deal with rejection or burn out.

If you're dealing with any of these (or your business simply isn't growing), then it's time to take action.

You started a HR consultancy because you knew that you could achieve great things independently. And you can! You just need some guidance and support to get there. *Know And Sell Your Worth* is the catalyst for creating the business you set out to build.

Let's dive right in.



# Understand Your Target Market: Learn

Your target audience is a clearly defined profile that describes your ideal client.



## Context

People often talk about WHAT their target market is, but rarely do they know WHO they want to work with.

**For example, 'we work with companies who have 50 employees and over', or 'we work with companies who have a turnover of 5m and over'.**

But this isn't enough to cut through the noise and truly connect with someone.

You need to have the 'that's me' factor that makes your ideal client turn their head in an instant. When you have complete clarity on your target audience, you can deeply understand their needs, and they will be drawn to you based on your expertise, not your sales skills!

## Challenge

### **You've come from corporate**

A lot of female HR founders have come from large corporations where they were respected and managing large teams. Suddenly, you're managing your own budget, and no one told you how much work goes into operating your own business! Your job title has transformed from HR Manager to Business Owner, Accountant, Marketing Manager, Lead of Sales, Office Cleaner, and Account Manager! If your mindset also doesn't shift, this can present a challenge.

### **Selling is a dirty word**

Before starting your business, selling didn't cross your mind. Maybe it was even a dirty concept? Now you're a business owner, selling is an unavoidable part of your job description. Many HR founders know that selling isn't their strong point, but they don't seek support – this is damaging for their business. You value your independence and skills, but developing your sales skills isn't weakness, it's smart – because it will help you get a sustainable sales pipeline and grow your business.

### **They focus on supply, not partnerships**

HR consultancy owners also often make the mistake of thinking about what they want to offer their target audience rather than what their target audience actually needs. Remember, your clients aren't looking for a HR supplier (anyone can offer that). They're looking for a HR partner (this is what makes you stand out). If you haven't done your homework on your ideal client, you'll blend in with every other HR consultant on the market!



## Solution

Shift your mindset and focus on the person that is standing in front of you when you think about your ideal client. Why are they doing the business they are doing? What values do they hold dear to them and how do they connect with yours? Do they worry about losing their business if they don't resolve this issue? How can you share meaningful stories about how you've helped resolve these issues and what was the outcome for the business? Even if this resolution was when you were still in corporate, that's okay, YOU were still at the heart of the solution.



# Understand Your Target Market: Act



## Activity

### Step 1: Analyse how your target audience aligns with your goals.

Reflect on the following questions to identify your ideal target audience.

Where does your heart lie when you think about your target market?

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How does that differ from what you think it SHOULD be?

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If there is a disparity, where does that come from?

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What brings you joy?

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## Step 2: Craft your ideal client description.

Based on what you identified above, describe your ideal client based on WHO they are.

- ✓ Who are they? Describe their characteristics.
- ✓ What do they value?
- ✓ What do they need from their HR partner?
- ✓ What industries do they work with?
- ✓ How can you help them achieve their ultimate goal?

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## Action

Over the next 10 days, arrange calls with a minimum of 3 and a maximum of 5 of your ideal clients that you already know in your network.

Request no more than 20 minutes of their time and ask them how your description of target market resonates with them as potential clients:

- ✓ What resonates?
- ✓ What's missing?
- ✓ What more do they want to hear about?
- ✓ What one thing, (if any) are they looking to hear from you that will make engage?

Send them a gift voucher – even if it's a \$5 Starbucks voucher to thank them for their time.

Finally, review and implement what you learn!

# Service Optimisation: Learn

Service optimisation refers to how well your services are packaged, sold, and delivered to clients.



## Context

It takes a lot of effort, time, and cost to acquire new business. By improving the value of your services, you can also do some great account management to increase revenue from your clients while continuing to find new ones!

This section will help you to understand how to identify where one service finishes and the other starts so you can avoid underselling your worth. Beyond this, it will help you offer more benefits to your client while generating more revenue.

## Challenge

### Giving away free advice

Are you guilty of this? When we repeatedly give away free advice, we create a subconscious assumption in our client's mind that leads to a reduction in respect and value. They may develop an expectation that you will offer free advice and they will be taken by surprise when you suddenly charge for it.

This is why optimising your services is so important – it reinforces your expertise, values, and boundaries.

## Not being comfortable selling

If selling is unfamiliar or uncomfortable for you, then it could impact your ability to sell your worth. Why? Because you don't know how to ask the right questions where there's opportunity to pick up more work. Or, you offer multiple services under the one fee – meaning you don't get paid enough for the value you're offering.

## Don't know how to upsell

Another challenge with service optimisation is that you don't know how to upsell. This occurs when even when you do sell another service that is adjacent to the initial work you did with the client, you undersell it and end up spending a lot of time doing a lot of work which – which feels you are doing it for free.

## Solution

Our solution to service optimisation is to adjust the way you speak to clients when presenting a new service:

- ✓ Review the initial work and the current work you have just delivered
- ✓ Ask open-ended questions to keep the conversation flowing
- ✓ Every time you speak with a client, aim to:
  - ✓ Get feedback you can use in your marketing when targeting new clients
  - ✓ Identify other areas of the business you can add value
  - ✓ Become crystal clear on what your services are so you can know where one service stops and ends



# Service Optimisation: Action



## Activity

**Let's explore what your audience needs and what you offer.**

Identify exactly what you offer and the nature of that offering.

List all the HR-  
related services  
your ideal client  
needs.

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From the list above,  
circle the services  
YOU **can** offer.

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From the list,  
highlight the  
essential services  
and **underline** the  
add-on services.

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## Action

### Let's define your service packages.

Workshop how you can effectively organise and optimise your services.

1. Based on the activity above, package your services into 'essentials' packages and 'add-on' service.

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2. Use Canva, a simple Word Doc, or a graphic designer to present these packages in a visually appealing way.

3. Have this document in front of you next time you talk to clients so you can offer them services, rather than free advice!

**Note:** If you're not sure of how to price your services, we'll focus on this in the next step!



# Revenue Boosters: Learn

Revenue boosters are the next step past service optimisation. This is where you can learn to go beyond maximisation and start to look at the optimisation of your services.



## Context

Do you know how to remain relevant in your client's world? Are you maximising your revenue by staying sticky, and creating retainers that benefit your client and your bottom line?

Knowing how to do this will not only lead to a more profitable and stable business, but it also ensures you have a regular income and the ability to reach your target sales numbers. When you know how to make your consultancy irresistible to your target clients, you can create connections that lead to meaningful sales and ongoing partnerships.

## Challenge

There are several challenges when it comes to boosting your revenue. These points may be holding you back:

- ✓ You've become too comfortable selling the services you're currently selling.
- ✓ You're working tirelessly to deliver for your clients, and you're quickly approaching burn out.

- ✔ You haven't got experience running a business and you're stuck in an 'employee mindset'.
- ✔ There is no measurement in place, and you don't have a clear idea of the outcomes you're achieving for your clients.
- ✔ Because you don't have a clear set of benefits and outcomes, you can't articulate this to new clients.
- ✔ If you're selling services for time, this will negatively impact your revenue because if you deliver the same task faster, you'll charge less.

## Solution

It's important to identify where your revenue opportunities exist. One way to boost your revenue is to stop selling time for money. Instead, sell outcomes. Beyond making this more accessible and predictable for your clients, it can also enhance your processes. This will make it easier to onboard new staff if one of your goals is to grow your team!





# Revenue Boosters: Act

Create a spreadsheet with your services and their values.



**Step 1:** In a blank spreadsheet, create the following columns:

- ✓ Task/ Service
- ✓ Average time spent on the task
- ✓ Price for profit
- ✓ Outcomes of task

**Step 2:** List your tasks in the first column (your list of tasks and services was already created in the last activity!).

**Step 3:** Add in the estimated time it takes to complete. Consider the total time, from beginning to end!

**Step 4:** Identify a price that will give you a profit (if an employee was completing the task, factor in wages).

**Step 5:** Write the benefits and outcomes of the service.

Task/ Service	Average time	Price for a profit	Outcomes	Notes
<i>E.g. employee handbook or contract.</i>	<i>XX Hours</i>	<i>\$XXX</i>	<i>- Outcome 1 - Outcome 2</i>	<i>e.g. custom pricing.</i>

**Note:** Not all services can be sold in this way, there will always be some that need to be sold based on time due to the nature of the project.

## Action

By the end of this section, you will know how to sell specific services based on value. Now, it's time to update any sales materials you have to reflect your outcome-driven services and fixed prices, including:

- ✓ Your website
- ✓ Your LinkedIn profile
- ✓ Marketing material
- ✓ Content in networking groups
- ✓ Content on membership sites

STREAMLINING AND AUTOMATING KEY SERVICES EXPLANATION

## Streamlining And Automating Key Services: Learn

Small pieces of software can add up – this section will help you save time and money.



## Context

When was the last time you reviewed all your business software and subscriptions? If you're like most of us, this hasn't crossed your mind in months (or even years!). Because things move so fast in your business, it can lead to a lot of overlap, ultimately wasting resources.

However, automation and streamlining what you do and how you do it can help you regain control. In this section, we'll help you to take a step back, review what you have, identify what you need, and take next steps. By the end of this section, you'll:

- ✓ Have better processes
- ✓ Save money (stop spending money on services you don't use)
- ✓ Know exactly where your money is going each month
- ✓ Have the ability to reassess every 3-6 months

You're not sure what you need and don't need.

You don't have the time to review everything.

You're overwhelmed by the range of options available.

## Solution

It's time to review your systems and enhance your business processes! You can achieve this by identifying areas of your services you might be able to automate. It may be a simple solution like introducing a basic CRM from Hootsuite. Or you may benefit from a project management system on Trello. I recommend going through your most time-consuming activities, then seeing how these can be streamlined.





# Streamlining And Automating Key Services: Act



## Activity

Subscription type	Process type	When did I last use it?	Do I still need it?

## Action

**Step 1:** Complete the worksheet above.

**Step 2:** Identify two ways you can streamline your business.

**Step 3:** Schedule time in your diary to action these steps.

# Increasing Market Share: Learn

Market share refers to how well you control your portion of the market.



## Context

Increasing your market share gives you the opportunity to sell more and sell with greater impact! Doing so will offer you more time to focus on growing your business while delivering superb results for your clients without the burnout. There are several ways to increase your market share, including building relationships with partners, increasing your confidence with feedback, and pivoting sales strategies as your business grows.

## Challenge

- ✓ You feel alone or isolated after leaving the corporate world.
- ✓ You lack a stable network of referral partners.
- ✓ You're not sure how to increase your market share.
- ✓ You don't actively nurture your current clients.
- ✓ You're struggling to find a balance between servicing your current clients and acquiring new ones.

## Solution

Another great way to expand your market share is to actively build and nurture your referral network and that's what we'll focus on in this step. A great referral partner is someone who offers services that complement yours and also support your target market. So how can you create a powerful, long-lasting referral partnership? Let's move onto the Activity and Action for this section.

# Increasing Market Share: Act



## Activity

### Step 1: Review your current referral partners.

Who are your current referral partners?	What do they offer you?	When did you last talk to them?	How much revenue have they referred to you?

### Step 2: Identify new referral partner opportunities and make contact!

Referral partner suggestions	Date contacted	Outcome of contact

## Action

Set an appointment with 2 existing referral partners and reach out to 1 new one.

# Your Commitment: Learn

Running a business comes with inevitable challenges. In this section, we focus on YOU.



## Context

Running a business isn't easy. There will be days where it will seem like you are pushing water up hill and you are fearful of investing, feeling overwhelmed, or want to give up. However, there are ways to remain in control so that you can live the life you envisioned when you launched your business.

## Challenge

Every business owner experiences unique challenges. Some of the most common include:

- ✓ Long, tiring hours.
- ✓ Sporadic revenue and taking a pay cut from the corporate world.
- ✓ An intense emotional and mental strain.
- ✓ Impact on relationships with your family and friends.
- ✓ Burnout, overwhelm, and stress.

Can you relate?



## Solution

We wish there were one simple solution to make business ownership easy – but there's simply not! Success requires hard work, and your commitment, dedication, and mindset are key. If you can get these right, the rest will fall into place.

Having a circle of fellow entrepreneurs around you is also critical, especially ones that are further ahead than you and are happy to share their experiences to help you when you need it and are questioning your commitment.



# Your Commitment: Act



## Activity

When you are feeling challenged and get to that stage where you want to walk away from your business, implement one of the following:

### Take some time out

Schedule time in your diary for one key activity a day to focus on you, read, exercise, walk, swim – do whatever brings you joy.

### Reflect on achievements

Write down all the successes you have had in your business to date, keep that 'success notebook /diary' up to date. It might be that you found a new prospect, updated your website, whatever the success, big or small, write it down. When you have those moments where you are wavering, read it.

### Talk, Talk, Talk

Pick up the phone to someone in your network that you have built a peer relationship with. They are probably experiencing a similar problem and can relate OR they have overcome a similar problem and can support you through it!

## Action

Find an accountability partner, (a spouse or partner, close friend is usually best) and explain what you are doing. Ask them to check in with you each week to see how you are getting on!



FINAL PAGE

There you have it! Six tried and tested ways to **Know And Sell Your Worth** as the bold, undaunted, and energetic HR founder you are.

I sincerely hope that you implement the learnings from this resource to support your business growth and development.

For further support, contact my team at MindAbility. We offer a wide variety of workshops, events, resources, and coaching opportunities specifically for female HR founders.

Be sure to update us with your progress as your HR consultancy grows.

Best,

Sam

