



# True Worth: How To Charge What You're Worth And Get It

*Vanessa Ugatti*

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# True Worth: How To Charge What You're Worth And Get It

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## **True Worth: How To Charge What You're Worth And Get It** Vanessa Ugatti

Vanessa Ugatti dramatically shifts the thinking for people in professional services taking them from their own perceptions of not feeling they can really charge what they are worth, to doing just that – and more! This unique ability, to bring out the best in people, has evolved for her over many years of facing similar challenges both professionally and personally, even questioning her own value in business. Inside this book, you'll discover and learn:

- How to raise your fees and have your clients thanking you for doing it
- The “UV + CV + CA = CW” formula for communicating and getting your true worth
- How charging for the wrong things (and not charging for others) is keeping your income low and your hours up
- Why you need to motivate your clients the “right” way
- How a moment’s hesitation could cost you dearly when it comes to fee setting time

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