

# **ProfitMancer**

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## **MONEY MASTERY**

**Certification - Paying  
Yourself: Because You're  
Worth It!**

**TRANSCRIPT**

## Introduction

Welcome, esteemed coaches and consultants, to a pivotal training segment of our ProfitMancer Money Mastery certification program. Today, we're focusing on a fundamental yet often overlooked aspect of financial wellness for entrepreneurs: 'Paying Yourself: Because You're Worth It!' This module is not just about financial transactions; it's about affirming value, ensuring sustainability, and fostering a prosperity mindset in your clients.

As we delve into this, remember the wise words of Warren Buffett, 'Do not save what is left after spending, but spend what is left after saving.' This principle is at the heart of why paying yourself first isn't just a luxury; it's a necessity.

## Overview

In the 'Profit Hoarding' module, we addressed the mechanics of paying yourself a market rate salary, with the balance as profit distribution. This segment builds on that foundation, focusing on the 'why.' It's crucial, especially for entrepreneurs who often prioritize every other financial obligation above their own compensation.

### Why It Matters

Understanding and teaching the importance of self-compensation is vital. It's about more than just numbers; it's about the message it sends to yourself and the universe about your worth and your business's value. From a practical standpoint, financial stress can significantly hinder performance and decision-making. Furthermore, embodying Wallace D. Wattles's principle of 'The Impression of Increase' from the classic book, 'The Science of Getting Rich,' is essential. Your clients need to demonstrate their value proposition, not just to prospective clients and team members but to themselves.

## Using This Content

When sharing this content with your clients, whether 1:1 or in groups, context is key. Highlight the connection between personal financial wellness and overall business health.

- **For 1:1 Sessions:** Dive deep into individual beliefs and attitudes toward money. Use the worksheet as a personal exploration tool to uncover and address specific mindset blocks.
- **In Group Settings:** Foster open discussions about the challenges and victories of setting up a self-payment system. Encourage participants to share strategies and successes, building a community of accountability and support.

## Tips for the Worksheet

The accompanying worksheet is designed to provoke thought and inspire action. Here are some tips for maximizing its effectiveness:

- Encourage honesty. The first step in overcoming mindset blocks is acknowledging them.
- Use the worksheet as a starting point for deeper discussions about value, worth, and the psychological impact of not paying oneself.
- Highlight the 'impression of increase' concept. Discuss how paying themselves can be a powerful signal to the market and their own psyche about their business's growth and potential.

## Addressing Sticking Points

Clients may resist the idea of paying themselves for various reasons, from guilt to fear of financial scarcity. Here are strategies to navigate these challenges:

**Guilt or Undervaluing Their Work:** Emphasize the importance of self-respect and market value. An entrepreneur who doesn't compensate themselves adequately is signaling that their work isn't valuable.

**Fear of Financial Scarcity:** Work on financial forecasting and budgeting exercises to show how structured compensation is feasible and beneficial.

**Mindset Blocks:** Utilize mindset coaching techniques to shift perspectives from scarcity to abundance.

## Conclusion

'Paying Yourself: Because You're Worth It!' is more than a financial strategy; it's a profound statement of self-worth and business viability. As coaches and consultants, you have the power to transform your clients' relationship with money, starting with how they compensate themselves. Remember, the goal is to instill confidence, ensure sustainability, and foster a mindset of abundance and prosperity.