

*explore your intentions around  
creating wealth*

# IS PAY WHAT IT'S WORTH PRICING FOR ME?

an exploratory checklist

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The question we are here to answer:

# **Will I prosper from allowing my customers to determine the value they pay?**

I know it's a scary idea to allow your customers to determine how they value your work. It feels like a BIG risk.

In honour of this feeling, I have created this checklist that identifies the intentions and motivations of a business owner who I feel will prosper from employing Pay What It's Worth (PWIW) as a pricing method.

**Your task with this exercise is to record when you identify with the perspective presented.**

If you find yourself, and your business reflected within these pages, I encourage you to continue to explore PWIW pricing, and how it can create more abundance in your world.

with so much love,

*tara*  
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**Let's Begin!**

**I AM:**

☐ **a relationship and experience-based business owner**

**AND:**

- ☐ I am creating and running a business that is shaped on integrity and shared trust between customer and provider.
- ☐ I am creating an experience that is based on what my business does AND what my customer does.
- ☐ I am interested in creating long-term relationships with my customers.
- ☐ I am focused on creating a great experience for those that interact with my brand.
- ☐ I feel my brand is reflected in every interaction my customer has with my business, and work.
- ☐ I am prepared for my value to grow gradually over time and I am patient towards this.
- ☐ I believe what people value they will pay for.

**I AM:**

☐ **one of a kind and focused on creating value**

**AND:**

- ☐ I resonate with the saying, do one thing really, really well (though I may do more than one thing really, really well).
- ☐ I see my work as incomparable and wholly unique.
- ☐ I express my wealth through my gifts.
- ☐ I do not make decisions based upon profit alone; value encompasses my larger focus.
- ☐ I believe that by creating genuine value for others, a sustainable profit will emerge for me.
- ☐ I am creating a career from my passion, talent, and values and I believe this is my recipe for mental, physical, spiritual, and financial abundance.
- ☐ I do not believe I could be more wealthy doing something I tolerate, rather than something I am gifted at.

**I AM:**

☐ **building long-term relationships with my customers**

**AND:**

- ☐ My customers value me and feel my value to them grow over time.
- ☐ I have designed my business and the service I provide in a way that encourages an ongoing relationship with my customers and fans.
- ☐ I am happy investing time and energy in slow growth.
- ☐ I am here to empower my customers, I have no desire to manipulate or control them.
- ☐ I do not want to use fear (such as scarcity) as means to drive customers to action.
- ☐ I feel communication and connection are key to any positive relationship.
- ☐ I want my customer relationships to be built on something lasting and valuable - mutual trust and respect, and a shared vision.