

# Good Morning Ladies and Gentlemen

Welcome to How to Help Your Fee-Earners  
Charge What They're Worth And Get It!

**Vanessa Ugatti** The True Worth Expert

Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

T: 01202 743961 M: 07957 672335

W: [www.thetrueworthexpert.com](http://www.thetrueworthexpert.com) Skype: Vanessa.Ugatti

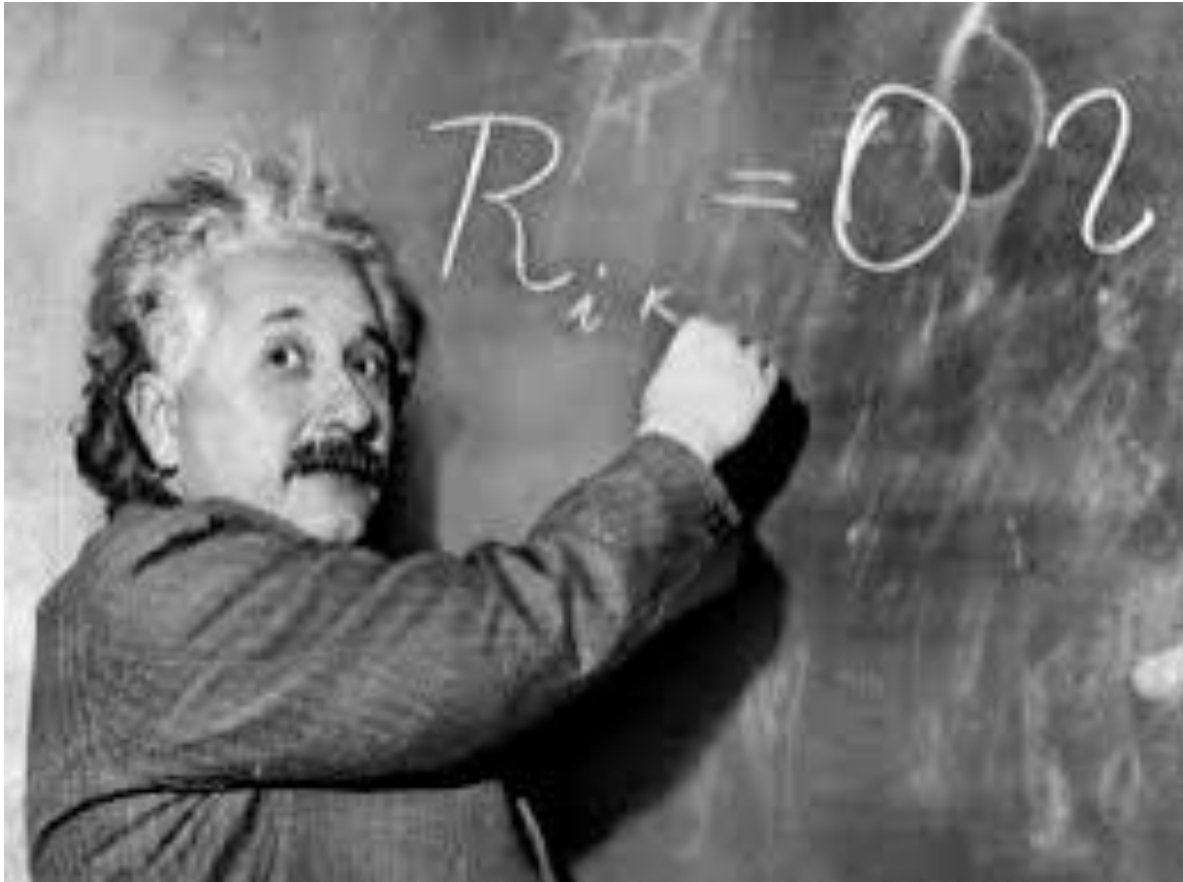


**Vanessa Ugatti**  
The True Worth Expert

MORE MONEY – MORE TIME – MORE FREEDOM

Tel. 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# The Magic Formula



$$UV + CV + CD = CW$$



**Vanessa Ugatti**  
The True Worth Expert

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# You Might Want to Write this Down

Fee-earners' clients will only really value them when they learn to value themselves!



# Understanding Their Value

There are three key aspects to understanding value:

- expertise
- the client's perception
- self-worth



**Vanessa Ugatti**  
The True Worth Expert

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# Understanding Their Value

Their expertise consists of:

- professional qualifications
- CPD
- experience



**Vanessa Ugatti**  
**The True Worth Expert**

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# How to Charge What They're Worth and Get It

Deeply reflect on their expertise –  
it's not a 5 minute job!

Become a master at understanding  
their clients' needs

Increase self-worth



**Vanessa Ugatti**  
The True Worth Expert

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# How to Charge What They're Worth and Get It

- Select half a dozen, open-minded willing fee-earners
- Get them into pairs.
- One asks “What’s the value you bring to your clients?”
- The other answers.
- Every time they answer, their partner says: “What else?”
- Then swap over.



**Vanessa Ugatti**  
**The True Worth Expert**

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# CV = Communicating Their Value



- Conversations around value not merely discussing price.



**Vanessa Ugatti**  
**The True Worth Expert**

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)



# CD = Confident Delivering Fees

- Many fee-earners are not confident with this.
- A fear of rejection or a fear of losing the client are often the cause.

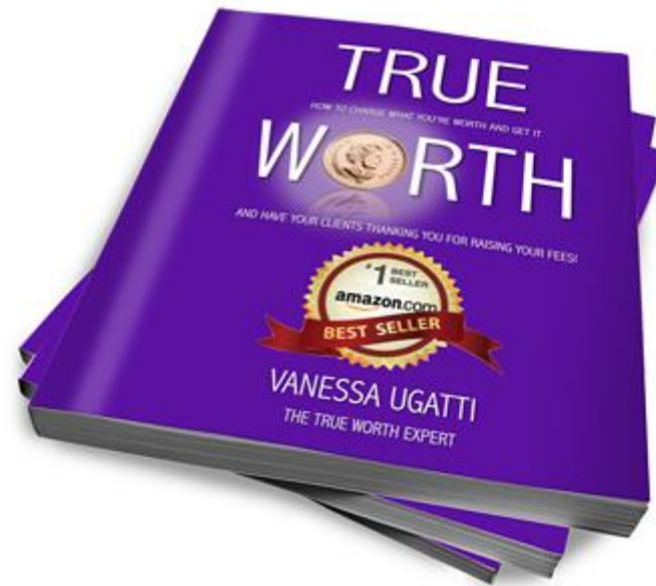


**Vanessa Ugatti**  
The True Worth Expert

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# CW = Charging What They're Worth



**Vanessa Ugatti**  
The True Worth Expert

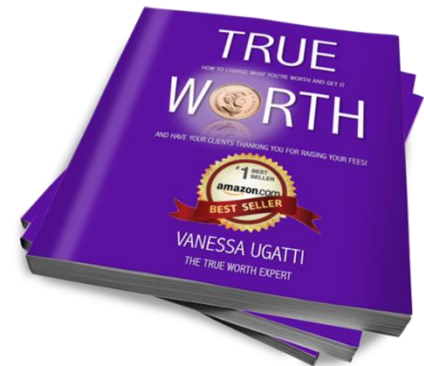
MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)

# How to Charge What You're Worth and Get It

For a complimentary copy of Amazon Best-Seller, True Worth, visit: [www.thetrueworthexpert.com](http://www.thetrueworthexpert.com)

To arrange a meeting, call 01202 743961 or  
email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)



**Vanessa Ugatti**  
**The True Worth Expert**

MORE MONEY – MORE TIME – MORE FREEDOM

Tel: 01202 743961, Email: [vanessa@thetrueworthexpert.com](mailto:vanessa@thetrueworthexpert.com)