



FOUR SIMPLE STEPS TO

Unlocking and Communicating

your value to clients

1 Step one. Defining Value

We all have our own perspectives of what value means to us. If we were to look up the definition of "value," the definition shared would provide insight into each individual's ideas of the word. Based on our own unique circumstances and personalities, value can be perceived in several different ways. You drive up to the local fast food restaurant, and chances are there will be some sort of advertisement or "value menu" to order from. Here we can see the perception would be either getting a "deal" or a lot of something at little cost. Another perspective of value might be the valuable jewelry or limited novelty item from your favorite clothing designer.

In this perspective, you have someone with a unique and valuable gift that is regarded and treasured. This perspective has nothing to do with getting a "deal." As a matter of fact, having the opportunity to obtain this item or service might even feel like a rewarding treat. How do you see value? How are you looking at value? Through the lens of the value menu? Or the precious gift? We need to shift our perspective when discussing how to unlock and communicate our value to our clients. You need to realize that YOU are unique. You are one of a kind! You are VALUABLE. From this place, we can take the first steps in the right direction.

Now that we have looked at the definition of value, we move on to step two. The second most important thing is UNLOCKING YOUR value. What does this mean? In order to communicate your value with your clients, you must be able to identify with what it is exactly that makes you



Step two. Identify with your value.

unique. This is an essential key step! Our society spends so much time in comparison. We are all so busy looking at someone else's value that we lose sight of ourselves! If we all truly embraced our unique individuality, we would not be so lost in looking at another's. To unlock these gifts, I invite you to think outside of the box. You are not simply a "business." You are a one-of-a-kind full embodiment of your own creative expression. Your personality, your talents, how you speak, all of it is you. "What does this have to do with my business?" You may ask. It relates because you are 100% you, all of the time, in all that you do. Don't just consider your skill in your craft; look beyond that. Perhaps, your clients find themselves feeling like they are hanging out with their best friend when they are working with you. Maybe your humor lightens the stress of what would otherwise be a challenging time. Start to identify with yourself as a whole. Look at your work and consider where can you find your character in it. In my career as a florist, I was inspired by nature. I valued things that were unstructured or not groomed by society's perception. I also loved creating happy memorable moments for my clients because my personal childhood did not give this to me. This was part of me and influenced my desire for nostalgia and connection as a florist. In what ways does your essence add to your business and client interaction?

3 Step three. Holding your value!

We have now defined how we look at value, discovered how unique and valuable we are, and now we must hold the line. Step three is, holding your value. This step can be a tricky one if we are not used to lifting ourselves up, especially in more challenging situations. The result could be forgetting your unique value. So what are we to do? An example I like to give is if you frown in the mirror, it is not going to smile back at you. Sometimes we have to dig deep down and remind ourselves to smile in the mirror. For our own sake. To give ourselves love. Eventually, over time, it becomes easier and more natural. Show up for yourself. Give yourself kindness and words of affirmation!

I personally have a bracelet that represents courage to me. When I wear it, I am reminded to hold my head up. We show up, we recognize our value, and we keep holding the line. Eventually, it gets easier with time. Depending on where you are on your journey, perhaps others are used to you not holding the line. Maybe even giving your value away. When we course correct, sometimes it requires a period of transition. It may take a few difficult "no's" before things begin to feel comfortable. Just keep smiling in the mirror. If you value yourself, others are more likely to see you shine. Remember, you are a valuable, unique, a one-of-a-kind jewel! Hold your value close.

Lack mindset is the belief that someone is the winner and someone else is not. We set ideas of what we view as successful through comparison. Then we set expectations that through this lens, success is defined. In this mindset, we overlook our value and are constantly reaching to achieve

what we see others have, as this is how we view our value and determine our success. This results in constantly feeling like the "lesser." It's here that we fall back into the same traps over again with comparison. We have to change this perspective. You must successfully implement steps one through three. Then you must consciously choose to prioritize a better frame of mind. It's easy to get caught scrolling social media, wondering, "How do I compare." In the world we live in, it probably feels unnatural not to entertain such behaviors. You can define value, discover your value, hold the line but still find yourself lured into the same old habits. Here is where we find the piece of the puzzle that helps us communicate our value to our clients! When we stop the lack mindset and comparison, we begin to embody who we are fully. Then we can become authentic individuals that naturally speak from a place of sincerity. Removing the chains of comparison opens up your unique creative expression. From there, you can then see your value and speak from your individuality. Don't just identify with a business "title." Don't just speak and post like everyone else does in that same industry. Share your uniqueness, share your victories, your emotions, and share YOUR stories. Whatever is authentic to you. Share your value!



Step four. No more Lack mindset.

Introspection and Journalling

How do I view value?

What unique values can I see in myself? Try including at least 3 words you can reflect on.


How can I communicate my value more authentically in my career?


A bit about me.


My life has presented me with adventures in many creative fields. This included a cake decorating instructor, an event coordinator, a digital artist, a published mixed media artist, a photographer, a wedding designer, a rental company, and a wedding floral designer. I worked in the wedding industry for over ten years.

This was where I found my passion, despite my constant challenges with burnout as an entrepreneur. Growing up in a dysfunctional home, I lacked the necessary tools to find fulfillment in life. After a spontaneous awakening and a journey of self-discovery, I left my wedding business behind to pursue a greater purpose. I began to see myself as an alchemical vessel in which the words I received as a child were refined through my life experiences into something pure and golden. Empowerment. Now my heart desires to inspire and uplift others through my words. I am currently a certified Human Design reader and a writer. I help guide others through their journey of deconditioning from societal programming. I share my story in hopes of empowering others to live unapologetically as who they are designed to be.



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 cassandradeann

 cassandradeann.com