

Charge What You're Worth & **Work Just 3 Days A Week!**

CAP'T
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Dear Fellow Entrepreneur,

I'm often asked how I can work only three days a week.

Well, as you can imagine, it wasn't always this way!

Let's start at the beginning.

We all know that there's no such thing as overnight success and I will also preface this report with two things you may not be used to reading in a free report like this:

- 1. I am going to be as transparent as I can be about something not often talked about in public ... money!**
- 2. In addition, what I share might come across as bragging or chest-thumping. I can assure you that I am well past the stage where I feel the need for accolades. My mission these last few years of my entrepreneurial journey is helping as many entrepreneurs as I can who care to listen and implement my strategies.**

So why did I decide to write this report and why now?

That's a fair question.

It Starts From The Bottom Line

I know from experience, both my own and from many clients I have mentored since 2009, that money is a *BIG hang up* for many entrepreneurs.

In fact, I have heard personally from various small business owners that they appreciated my candor and willingness to share the “nitty gritty” of my back story.

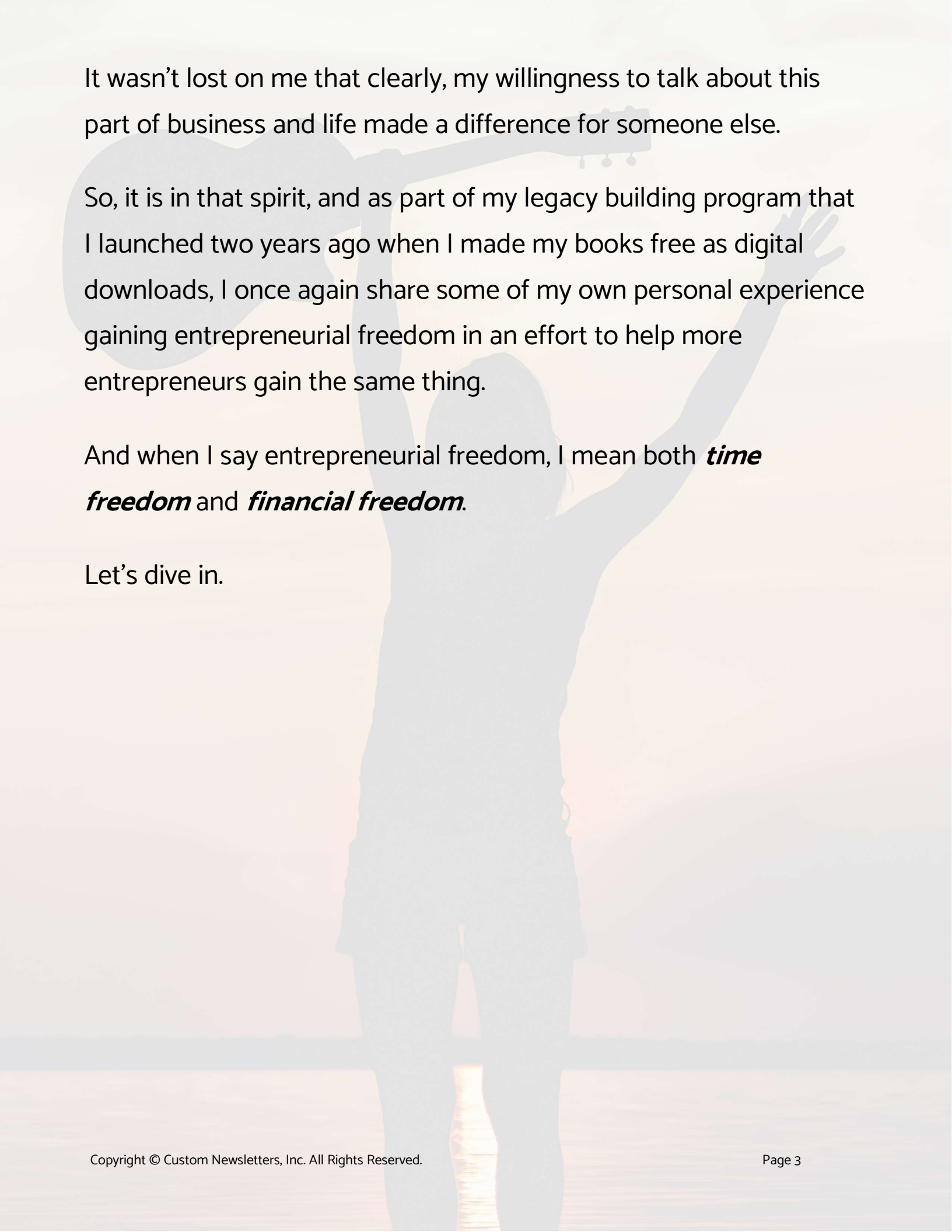
I remember one time, after I spoke on this topic, a man came up to me during a break. He had tears in his eyes and said to me,

“Jim, I am right now where you were with slow growth and a mountain of debt, and frankly I’m scared. Your story has inspired me to keep going and grow my way out of debt, thank you.”

That comment made my day.

More than you know.

It also got me thinking – because that was the first time I “bared my soul” and talked about something I was embarrassed and nervous to talk about – *that I should do it more often!*



It wasn't lost on me that clearly, my willingness to talk about this part of business and life made a difference for someone else.

So, it is in that spirit, and as part of my legacy building program that I launched two years ago when I made my books free as digital downloads, I once again share some of my own personal experience gaining entrepreneurial freedom in an effort to help more entrepreneurs gain the same thing.

And when I say entrepreneurial freedom, I mean both ***time freedom*** and ***financial freedom***.

Let's dive in.

For the first 10 years of my entrepreneurial journey, I seemingly worked the proverbial 80 hours a week.

I never added it up, but knowing how little sleep I got with no day off for years, I was pretty sure I was the poster child for the old “nose-to-the-grindstone” approach to building a successful business.

Truth be told, I didn’t mind working hard because I was excited to be building something for me and my family.

I became addicted to the growth and **constant pursuit of more.**

Beyond simply wanting to be a successful business owner who earned a nice living, I was obsessed with wanting to become financially independent.

I admit that I didn’t fully understand exactly what that meant early on, but I was working a 3-prong strategy:

#1: I needed to earn enough income to support my family.

#2: I desperately wanted to pay down the six-figure plus credit card debt accumulated from nearly 18 months of unemployment and my scare with cancer in 2001.

#3: I needed to fund our eventual retirement.

In the 2010-2012 timeframe, I closed my first business, Dynamic Communication, which I started in 2001.

I had grown it to \$300K in revenue, but I wanted to concentrate on growing my 'online' empire.

At the time, this consisted of

- No Hassle Newsletters
- No Hassle Social Media
- Concierge Print and Mail on Demand
- Custom Article Generator
- Success Advantage Publishing

And my two newest “Dream Business” enterprises:

- The Dream Business Mastermind and Coaching Program
- Dream Business Academy

With this many businesses all needing time, attention, and capital to grow, I initially poured much of the new revenue into marketing, expansion, and building my Dream Team – *but not all of it!*

As my income grew, we kept our lifestyle lean and began paying down the credit card debt in big chunks.

I can remember the exact moment when I “retired” my first credit card – *zero balance*.

Wow!

I smiled proud as a peacock – and then 2 minutes later I quickly moved on to tackling the rest of the credit cards.

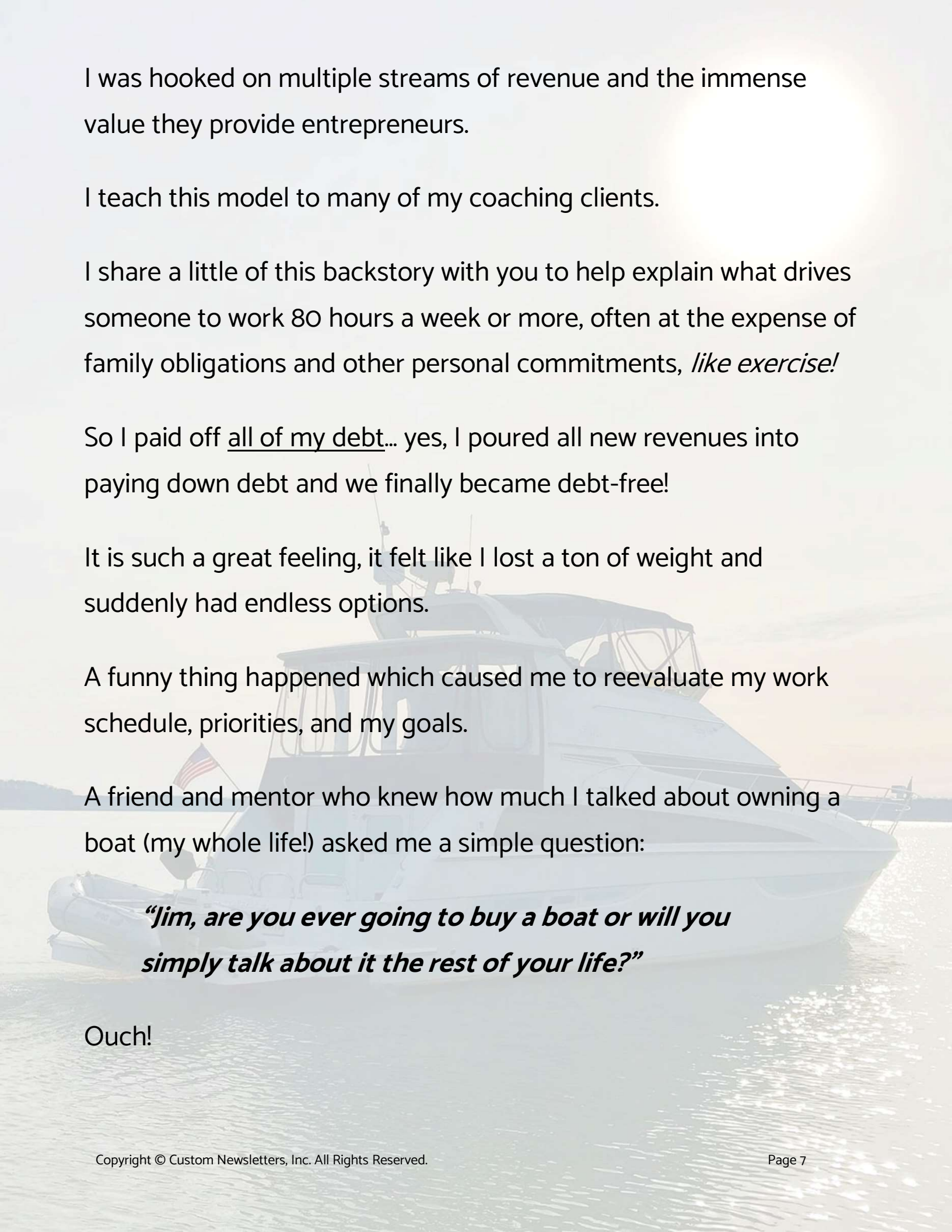
With each credit card paid off, I could feel myself becoming even more determined to do whatever it took to get there faster.

My initial goal after paying the mortgage each month was eliminating all debt and this obsession was my motivation to pursue more and faster growth.

I discovered, in the process of starting and growing certain businesses, that I had a knack for marketing, branding, knowing how to get things done fast – all of it, as I used to say, on a shoestring budget!

The “success bug” had bitten me hard.

And as I mentioned earlier, I became addicted to the chase and feeling of accomplishment when a new business began generating additional revenue for my empire.



I was hooked on multiple streams of revenue and the immense value they provide entrepreneurs.

I teach this model to many of my coaching clients.

I share a little of this backstory with you to help explain what drives someone to work 80 hours a week or more, often at the expense of family obligations and other personal commitments, *like exercise!*

So I paid off all of my debt... yes, I poured all new revenues into paying down debt and we finally became debt-free!

It is such a great feeling, it felt like I lost a ton of weight and suddenly had endless options.

A funny thing happened which caused me to reevaluate my work schedule, priorities, and my goals.

A friend and mentor who knew how much I talked about owning a boat (my whole life!) asked me a simple question:

“Jim, are you ever going to buy a boat or will you simply talk about it the rest of your life?”

Ouch!

He then said something which was the initial catalyst for me shifting my outlook to growing bigger and create even *more* businesses.

“You know, Jim, you’re already well past the point that you said you wanted to be for it to be okay to buy your boat and slow down a little.”

Again, ouch!

I felt like my whole way of life was “challenged” - but I couldn’t escape that he was simply repeating my own words!

In hindsight, this proved to be THE pivotal moment in my business.

I started doing a reassessment about what I wanted my Dream Lifestyle to look like.

Was I simply going to keep the hammer down and grow more, more, more?

After all, it wasn’t that far in the rearview mirror when I dealt with cancer and how I felt incredibly blessed at having a second chance at this thing we call life.

Was this what I had hoped for, 80 hours a week in pursuit of a bigger checking account?

Did I really want to work my life away in pursuit of a larger bank account and perhaps some bragging rights or accolades from my peers?

I concluded that I did not want the next 10-plus years to look like the first.

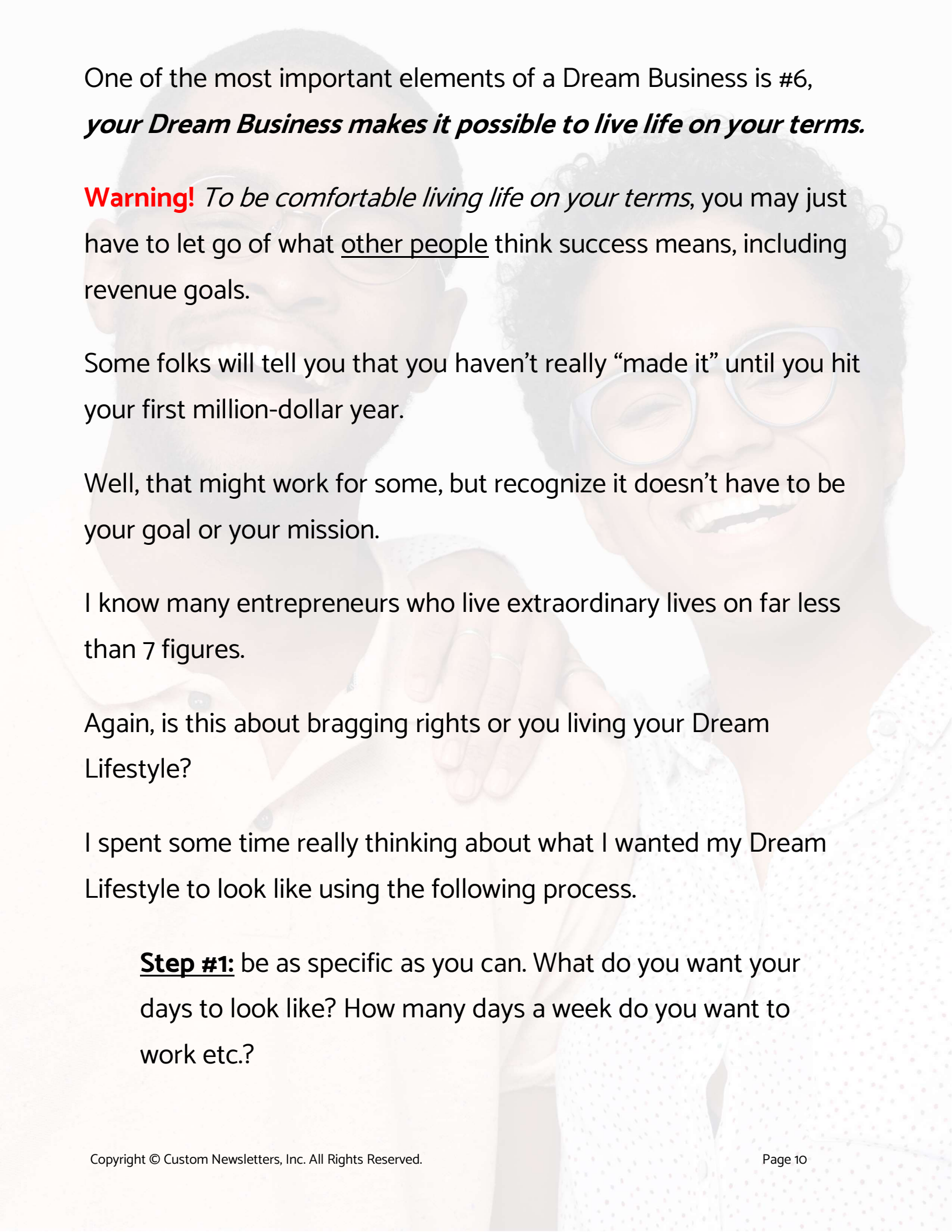
I didn't know it at the time, but this was **the “birth” of the Dream Business movement.**

I said to myself, if **I'm going to have a business, why not have a Dream Business?**

Funny how some of the best marketing just pops into your head!

I then wrote down what I thought a Dream Business was:

1. Grows even during a crappy economy.
2. Has multiple streams of revenue.
3. Becomes an asset for worry-free retirement.
4. Is always firing on all cylinders.
5. Is fun to operate.
6. Provides the lifestyle you want.
7. Allows you to give back and make a difference in the lives of others.



One of the most important elements of a Dream Business is #6,
your Dream Business makes it possible to live life on your terms.

Warning! *To be comfortable living life on your terms, you may just have to let go of what other people think success means, including revenue goals.*

Some folks will tell you that you haven't really "made it" until you hit your first million-dollar year.

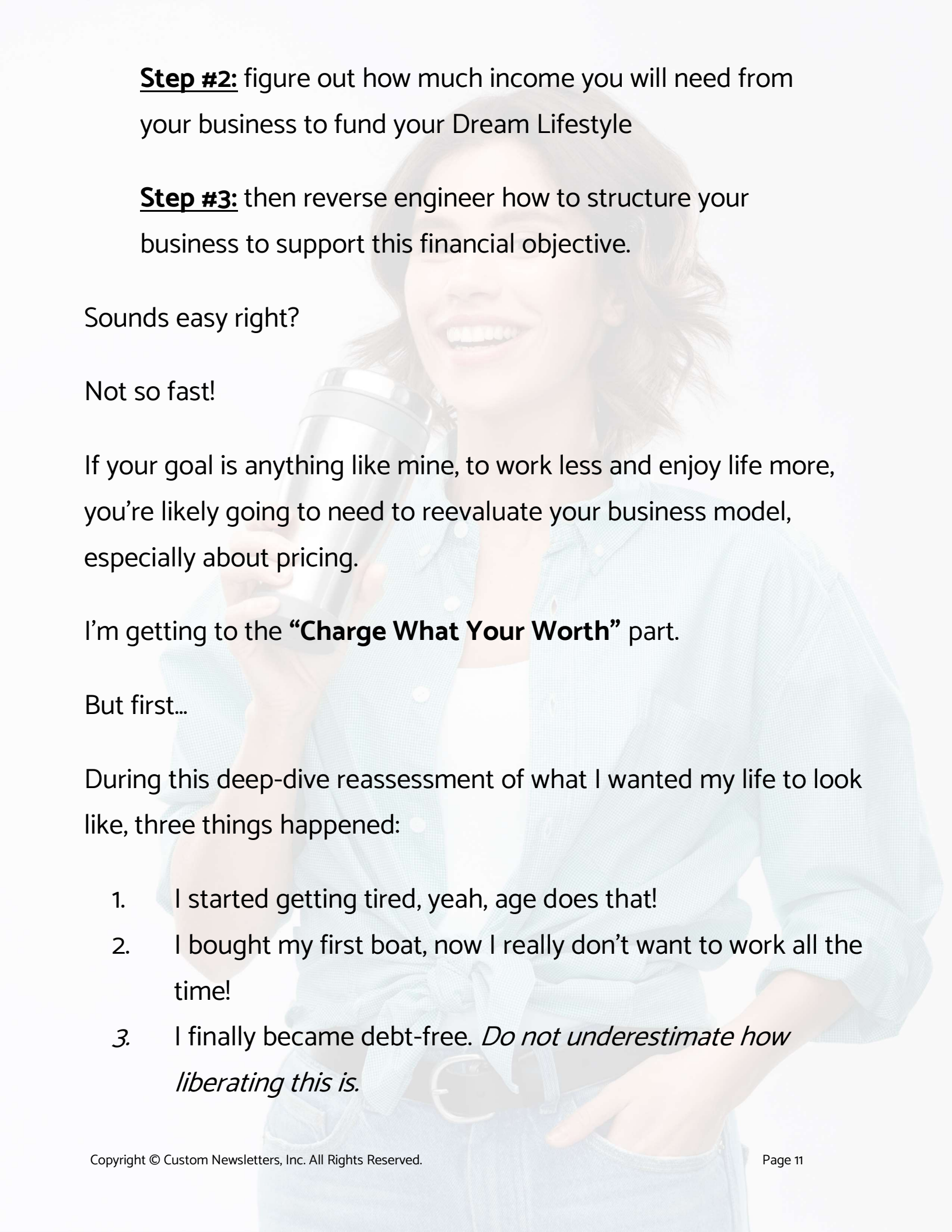
Well, that might work for some, but recognize it doesn't have to be your goal or your mission.

I know many entrepreneurs who live extraordinary lives on far less than 7 figures.

Again, is this about bragging rights or you living your Dream Lifestyle?

I spent some time really thinking about what I wanted my Dream Lifestyle to look like using the following process.

Step #1: be as specific as you can. What do you want your days to look like? How many days a week do you want to work etc.?



Step #2: figure out how much income you will need from your business to fund your Dream Lifestyle

Step #3: then reverse engineer how to structure your business to support this financial objective.

Sounds easy right?

Not so fast!

If your goal is anything like mine, to work less and enjoy life more, you're likely going to need to reevaluate your business model, especially about pricing.

I'm getting to the **“Charge What Your Worth”** part.

But first...

During this deep-dive reassessment of what I wanted my life to look like, three things happened:

1. I started getting tired, yeah, age does that!
2. I bought my first boat, now I really don't want to work all the time!
3. I finally became debt-free. *Do not underestimate how liberating this is.*

The first step in reorganizing my Dream Lifestyle was to stop doing coaching calls on Friday.

This would give me a 3-day weekend every week and more time to spend on my boat on the beautiful Chesapeake Bay.

YES!

Soon after that, I decided I liked a 4-day work week so much I wanted to stop working Mondays as well.

But how could I do that?

Can I literally stop working and still fund my Dream Lifestyle?

Keep reading.

The more I grew my Dream Business Mastermind and Coaching Program, the more I realized my gifts for inspiring, motivating, and helping other entrepreneurs create their Dream Businesses.

I centered deeply in my ability and gifts to make a big impact on my clients' businesses.

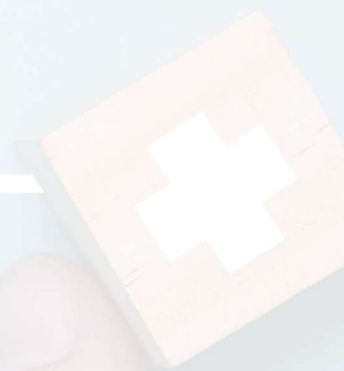
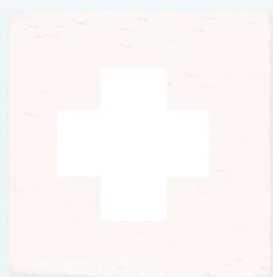
I figured out how many hours I was coaching and needed to coach to provide the revenue I needed.

A further deep dive and I figured out approximately how many clients I needed at each coaching level to make this work.

Was I nervous?

Oh, hell yes I was nervous.

It turns out, I can generate the income I need 3 days a week - **provided that my days are full, and I charge what I am worth!**



Charging What You're Worth is Easier Than You Think – If You Work With A Coach!

I believe everyone is blessed with a God-given skill or talent.

Successful entrepreneurs often combine their talents and skills with a passion for serving others, and the belief that their skills have a real value – from the customer's perspective.

So why do entrepreneurs struggle charging what they're worth?

I believe this “profit-problem” is two-fold.

It starts in the early days of a new business when new entrepreneurs are starved for cash.

Many entrepreneurs will offer their products and services for lower prices than established competitors, with the belief that once momentum is established, they will increase their prices.

This seldom happens.

The second problem is one of mindset.

When entrepreneurs “do what they do” for a long time, their unique talents and skills seem rather commonplace . . . *to them!*

When I coach entrepreneurs about increasing their prices, I'll sometimes hear, "But Jim, it doesn't take me that long to do."

Or I might hear, "But, Jim, it's not that difficult for me to do this, so I'd rather just do it quickly and move on."

Ah, the good old "make it up on volume" approach!

Bad idea.

You must evaluate the value of the product or service you offer as an end-result benefit, and what pain it cures, or what joy it brings, to your customer – from *their perspective*, not yours.

In my **Dream Business Mastermind and Coaching Program**, whether I talk with a client for 30 minutes, 3 hours, or 3 months, because of my talent and skill for branding, marketing, and creating multiple streams of revenue and how to close high-ticket sales...

...the advice I share could easily add another six figures – or more – in new revenue for my clients.

This is a major reason why successful coaches, like me, seldom offer just one or two calls – the likely value, and positive impact, is simply too great.

The bottom line is that your knowledge, skill, talent, and experience have real value.

Whatever it is you do, do it well, and provide incredible service to your customers.

Figure out a brand and marketing program to make you the sought-after expert in your field.

Then, stand up tall and confidently and boldly charge what you're worth.

Let me share an actual client example with you.

One of my Dream Business Coaching Clients does high-end coaching.

When he started with me, he was charging \$7500 for a 60-day coaching program.

I remember he told this to me with a smile on his face, quite proud of this number, which honestly isn't too shabby!

However, I asked my client to share with me **what he does** for his clients.

He immediately started telling me about the number of calls they get, and some other perks and benefits included with his program.

This is the first problem most coaches and consultants make, and many other business owners... they talk about their programs in a typical “retail-like” feature-benefit presentation.

I then asked my client a different question: ***“Now tell me what you do for your clients in terms of the results they get for working with you.”***

My client once again smiled like the cat that ate the canary and talked about one client who had been earning \$125K a year as a sales manager, who was now earning \$250K a year using the strategies he taught him.

The Eye Opener: I then asked my client if he thought it was a “good deal” for his client to pay him \$7500 in exchange for helping his client earn another \$125K per year?

The look on his face was priceless.

I said to my client, you should base your fees on **transformation**, **not the number of calls they get.**

I could see this was a big revelation.

He suggested perhaps doubling his fee to \$15K and I replied that would be a good start and we'll see if he gets any resistance.

So much of charging what you're worth is how you present the transformation that is possible when they work with you.

This is a big part of my work with some clients, positioning their brand and reputation before they ever meet a prospective client, and then structuring their presentations to potential clients to maximize the profit potential.

By the way, my client today gets about \$27K for essentially the same program that he was getting \$7500 for.

Do you think you might be able to work less if you got an additional \$19.5K per client?!

In fairness, I also taught my client some incredible sales scripting on how he should have himself positioned before they even talk, and how to conduct the presentation once on the phone.

Here's my premise: *Customers will pay you what you're worth if they understand the transformation possible if they *Just Say Yes*.*

Want another strategy?

To help your clients see the value of working with you, especially if they initially choke on your fee, *remind them that once they are done working with you, they will continue to earn their higher incomes for years to come, while they only pay you once!*

Far too many entrepreneurs miss that incredibly relevant fact.

So let me sum this up for you.

How I got to the point of working three days a week, even as I traveled full time on Floating Home for five years, was the following:

1. I created multiple streams of revenue.
2. I was willing to put in the time and investment needed, for a short time, to live the rest of my life the way I wanted – no free ride!
3. I stayed lean and paid off my debt with new higher revenues
4. I got very clear on what I wanted my Dream Lifestyle to look like.
5. I figured out what I needed my businesses to earn to fund this lifestyle.
6. I charge my clients what I am worth, so I get to work with fewer clients.
7. Have the courage to be happy with what you said you wanted ‘back then’ and live your Dream Lifestyle.

Where Do We Go From Here?

Allow me to close out this already valuable report with a “thinly-veiled” commercial for my coaching program, which is now not so thinly veiled at all – but still a powerful lesson in marketing, should you choose to dissect, copy, and edit to fit what you do in your business.

This has to do with 3 main things:

- message,
- pricing, and
- sales

...all three of the utmost importance to your Dream Business.

I once heard my mentor, Dan Kennedy, tell a story about the early days of TV infomercials.

Once he and a few other pioneers proved the concept of using this staged presentation to sell stuff, by way of demonstration.

It quickly caught on.

The usual “advertising crowd” (paraphrasing his words) thought they could up the game by producing some slick “Hollywood” style shows and put them on the air late-night.

The client said: I don't want Francis Ford Coppola to direct my infomercial, because while he is a great movie director, he doesn't know how to sell.

The client went on.

Dan Kennedy doesn't know how to cut down a tree and turn it into paper, but he knows how to sell and do direct mail better than anyone.

I want Kennedy to write the script and I want (insert infomercial director's name here) to direct it.

The big lesson, which I hope is obvious, is this.

When you decide to accelerate your growth by working with a coach, you have a choice – *hundreds*.

There are countless slickly produced “coaches” who claim they can help you generate six or seven figures, yet they barely make \$40K a year.

That's not a safe bet in my book.

On the other hand, you can choose to work with someone with a proven track record of success.

I suggest if you want to create a Dream Business, one that makes it possible for you to live your Dream Lifestyle, which may or may not include:

- multiple streams of revenue;
- the experience on how to price your service so you can earn what you're worth;
- someone skilled at branding, marketing, and copywriting; and most importantly
- someone who knows how to sell and close more business...

then I invite you to apply for one of the open spots in my Dream Business Mastermind and Coaching Program.

The website is <http://www.dreambizcoaching.com/>, but you will not find a “buy now” link.

Every member since 2009 has been selected and approved by me so that requires a conversation.

You will, however, find a link to book a call with me to determine whether you're the right fit for the program.

How Has This Inspired You to Take Massive Action as a Courageous Entrepreneur?

Simply put, you could change your life *today* with the tools I have just handed you.

The best part? You can be earning a lot more while doing a lot less work, fewer days of the week!

While there are no guarantees in business, I hope you're beginning to warm to the possibilities that exist with the right plan, a little extra effort, and some good old bold action.

I hope this special report has planted a seed as to what's possible, or even better, has you jumping out of your seat with excitement and wanting to take massive action now!

The fact is, as an entrepreneur, you can easily charge while you're worth and escape the "9 to 5" while you get closer to your Dream Business and living your Dream Lifestyle.

It's YOUR time!

To Your Success,

Cap't Jim – The Dream Business Coach

About Cap't Jim Palmer, The Dream Business Coach

Jim Palmer is a marketing and business-building expert and in demand coach. He is the founder of the Dream Business Academy and Dream Business Coaching and Mastermind Program. Jim is the host of Dream Business Radio, the hit weekly podcast based on Jim's unique brand of smart marketing and business-building strategies.



Jim is best known internationally as creator of No Hassle Newsletters, the ultimate “done-for-you” newsletter marketing program used by hundreds of clients in nine countries.

Jim is the acclaimed author of:

- *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*
- *Stick Like Glue – How to Create an Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More*
- *The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today*
- *It's Okay To Be Scared – But Don't Give Up*
- *Stop Waiting for It to Get Easier – Create Your Dream Business Now!*
- *Serve First and Unlock a Life of Abundance and Purpose*
- *DECIDE: The Ultimate Success Trigger*
- *Just Say Yes – Create Your Dream Business Now*

Jim speaks and gives interviews on such topics as how to create a Dream Business and live your dream lifestyle, newsletter marketing, client retention, entrepreneurial success, the fastest way to higher profits, and how to achieve maximum success in business and life.

Jim is a cancer survivor, married for 42 years, with four grown children and four grandchildren.

For more resources and information on Jim, his blog, and his companies, visit

<https://www.GetJimPalmer.com/>.