

CHARGE MORE, BE WORTH MORE

You might be OK undervaluing yourself,

But I won't stand idly by and let you consent to making less than you could

Today's POWER UP CALL is gonna be a wakeup call

I'm gonna shake you out of your low-income brokie standards for yourself,

Show you how to charge way more than you are now, and actually become WORTH these higher rates

It's time for you to finally start getting PAID

We are UNDERVALUING ourselves

The magnitude of the skill we have...

The copywriting campus wasn't built for a few hundred bucks

We have the recipe to drastically revolutionise a business

We're using The Excalibur to cut grass

Business owners spend more on snacks than some of the projects you've done...

You can perform miracles and you're charging like a prostitute

We're here to be freed from slavery... to earn a FUCK TON of money

You must set a **HIGHER** standard

4 things Professor Andrew wants us to do to make more money:

1. **We need to chase high profit opportunities**
 - a. Don't waste your time on low margin businesses
 - b. Don't work with brokies
2. **Pick projects that will ACTUALLY make money**
 - a. Pick a project that will directly influence their sales
 - b. Don't pick stupid dinky little projects
3. **General rule of thumb: when you're thinking of how much to charge - whatever number you have in mind, DOUBLE IT**
4. **Deep down you don't want to charge that much... because you're scared you won't provide the results**

- a. When you set higher standards, when you charge more... more often than not... your brain will rise to the occasion
- b. You're not doing this by yourself, you have the BEST TEAM IN THE WORLD BEHIND YOU
- c. You always find a way promise yourself you'll rise to the occasion, swear to God you will make it happen or die trying
- d. FIND a way or MAKE a way

You are here to DRIVE value and receive MASSIVE VALUE

"They can't afford to do the big project"

In the discovery project earn them the money that you want to get paid for the next project

You can only escape the matrix if you set higher standards.

- FUCK low ticket.
 - Go after high-margin markets.
- Go through the AGOGE lessons again
- PAPER TIGERS
- Run projects that get your clients' results IMMEDIATELY
 - **DON'T GIVE EVERYONE SEO, HOPING IT WILL MAGICALLY MAKE THEM \$\$**
- When you charge a high ticket, **YOU WILL GET RESULTS. Your brain will rise to the occasion.**
- **AIKIDOING** - "I completely agree, I can't charge \$15 for a Ferrari... so it has a higher price tag because of the value I'll provide you." agree with them but take them away from pricing - make them think from the point of view of value
- **DON'T BE DESPERATE**
- **Accept the fact that you HAVE to set your price and allow them to decide**

IT'S TIME FOR YOU TO GET PAID

Today's PUC replay is MANDATORY viewing for anyone who wants to make enough money in the next month to escape the matrix forever

Top 4 points for each one of you to live by moving forward:

1 - Only work with high profit, high margin companies post starter client, anything else is a waste of time.

2 - Only pursue projects that will have a direct BIG payday for your clients, anything else is a waste of time.

3 - Charge 2x whatever comes to mind for what you think you should for your project
(Discovery projects should be \$500-\$1.5k USD min, Big projects - \$3k-\$15k+ USD min)

4 - Promise yourself you'll rise to the occasion just like thousands of other humans have done, use your balls and use the cheat codes in TRW to deliver the value you promise your clients

Now, go forth, and max out the # | wins channel this month

What will you actively do to set higher standards/maintain higher standards?

- Outreach with any available time possible
 - Maximise your numbers
 - Set a standard and hit that every day. Then build upon that
- GET THE REPS IN
- Utilise time zones
- CASH IS KING