



Worth

WORK

Disconnecting Your Worth from Your Work

How do we really determine our worth? Is it based on what we have in our bank accounts? Is it based on what we can offer to others? What is worth? What does it have to do with the work we do?



Well, for years in the entrepreneurial world, people have been digitally yelling “charge your worth” and “this is what I’m worth + tax”. And in all of this digital yelling, we [meaning other regular folk] still haven’t figured out what WORTH really means. It seems to be a buzzword for high priced services, coaching, and other elements of business outside of products. The word worth has been thrown around like an oval pigskin tool on a Friday night. It’s the word that people use when they want to increase their prices. It’s the word they use when they want to be condescending to people who can’t afford their prices. It’s the word they use when they can’t explain how they arrived at their prices. And guess what? People can do what they like and use words as they see fit. However, the true illusion between worth and work can’t be denied.



We have been taught to connect our worth to our work since we were doing chores as a teenager to become the “better” sibling or the child “worth” their parents affection (and not their discipline). Sit with that for a minute. We were taught that we were worth more as a child if we did more work around the house. We were inherently better. We were more likely to go farther in life. We were worth an allowance, a special dessert, or a toy-----over some CHORES---over work----at 10, 11, and 12 years old.



By definition, worth is the value of something based on past evaluations OR it is the importance of someone or something based on a specified justification.

So in simple terms, worth is how much it maintains value over time OR how important something is perceived to be.

But, in the world, we have made worth about how much we COST and how important WE are based on the work we do, how much work we do, and how much of the work is done for someone else and not ourselves.



The word worth is often presented as a separate parcel to the work we do. When in reality, we have always been taught to connect our worth to our work, and in the modern world of entrepreneurship, we covertly connect our worth to HOW much work we put in on the backend that no one knows about. We say we are charging our worth, but in reality, we are charging for PREVIOUSLY completed WORK---- even if the work was in a room by ourselves over a span of weeks making courses, creating ebooks, or developing content.

There is a subtle implication that work and worth have nothing to do with each other, and people are simply figuring out how important they are. Then, they are charging for their level of self-importance---which is weird, right? So, we are paying more because you realized that you were important? Interesting.



When will we stop connecting worth to work? I am not sure. Probably never. It's the American way.

Can I say this again though? Your worth is NOT actually connected to your work. Your work is your work. Your worth is your worth.

You can put a price tag on your work and make it worth SOMETHING. It's not connected to your worth tho. <insert shoulder shrug>.



The worth of a service or product can be determined by other things...LIKE TIME, SOFTWARE USED, or COST OF EQUIPMENT.

The longer you can use something, and the longer something lasts, determines it's worth. And, that still has nothing to do with YOUR worth.

Work happens in the past and the present.
Therefore, you should price it as such.

Worth happens in the future. You don't know the worth of an offering until time has elapsed.



Let me share this story. One day recently I had my car washed. It was super sunny that day, and I wanted to ride around in a clean car with shiny tires. So, I pulled up to the car wash. I asked the attendant if I could get the DELUXE wash because...why NOT? I wanted to be sparkly and clean, so I went on and swiped the card. I stood in the hot sun with my kiddos as the attendants did the mojo car magic to my car. It was cleaned out, sparkling, and the tires were glossed up. If you know then you know.

Well, on the drive home after paying for that deluxe wash, I realized that raindrops were smacking my windshield. Next thing I knew, it was pouring rain all over my freshly washed car, and I was feeling some sort of way.

And guess what came out of my mouth? “It wasn’t worth it to get the car washed if it’s just going to rain on it”.

The attendants who washed my car worked hard in the sun with masks on, and did everything right according to carwash standards. However, their worth could obviously not be tied up in the work they did on my car because they would not have been able to predict the future rain that was coming my way.



My point? You have to know your worth before you ever start doing any work. We don't know the worth of something (not someone) until we have already paid for it, and we can identify the longevity of our dollars spent.

Bottom line-----you can't determine worth upfront---
Period.

As humans, our worth isn't calculated until we're dead, and our worth will be much more than the price of your services. Yep. Read that again. Our worth isn't determined until life is over, so we all can stop the whole "what I'm worth" stuff.

When we find ourselves connecting our worth to our work, we are ultimately saying “I’ve worked hard to do this, and I should be deemed a GREAT person because of it”.

Well, you’re already a great person based on your values, character, and beliefs---NOT based on your work.

What you do for work has nothing to do with your worth.



When you say "this is what I'm worth, pay my prices". You're really saying "this is how much work I'm willing to do to be deemed important by you". You're really saying "this is how much work I did when you weren't looking, and I want to get paid for it." You're really saying "I'm only as good as the work I do, and the higher the price point I choose equals the harder I'm willing to work for your approval".

And when someone says to you “this is not worth what I paid!”, they are really saying "I didn't realize my dollars weren't going to go as far as I expected them to". They are saying "I wanted to get more out of this from you". They are saying "my expectations were unrealistic". They are saying "I wish you would have worked harder for me than you did".



We can't "work" our worth up. We
can't "work" our value up. We can't
"work" our importance up.



We can know that our worth should be left out of the conversation. We can know that our worth will never connect to our work. We can know that trying to make our worth quantifiable is futile. Because at the end of the day, our worth is NOT connected to our work. Our work is meant to be paid for, and our worth is invaluable. That's all.

How to Disconnect Your Worth from Your Work

1. Price your products and/or services based on something other than "worth".
2. Leave worth out of the conversation (or the sales page) when you're sharing what you have to offer.
3. Be transparent about how you determine your price. Go ahead and tell them that you put 150 hours into creating the program.
4. Focus on making your offer valuable (what you give) over proving yourself worthy (who you are).

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