



LilachBullock

Discover • Learn • Grow

Crush your limiting beliefs now!

Discover the money blocks that prevent you from earning more money.

Now's the time to learn how to overcome these money blocks, crush your limiting beliefs, charge what you're worth, and earn more without working harder!



www.lilachbullock.com



lilachbullock@gmail.com

About Lilach Bullock

ORACLE



Oracle's winner of Social Influencer of Europe

LilachBullock
Discover • Learn • Grow

CareerExperts



Named the No. 1 Digital Marketing Influencer by Career Experts



Some of my
proudest
achievements:

Forbes



Listed in Forbes as one of the Top 20 Women Social Media Influencers

HUFFPOST



Written for Forbes, The Next Web, Twitter Blog, Alexa, Social Media Examiner, Huffington Post & 100s of other publications

BBC



Featured In BBC, BBC Radio, Wired, Oracle, IBM, The Guardian, The Times, Daily Mail & many others

amazon



No. 1 Amazon Bestseller in 2 categories

www.lilachbullock.com

About Lilach Bullock

Good news: if you are a **coach, consultant or service provider** ready to finally stop scrabbling around for clients who can't or won't pay you what you're really worth...

The truth is: if you are generating \$25k-50k/year now, you are actually way ahead of a lot of your struggling peers because it shows us there is clearly a market for what you do, and...

That makes me almost 100% certain you can get to \$100k/year, without working any harder - BUT...

In order to do it you will have to start by clearing away the **8 key money blocks** outlined in this report.

My name is Lilach Bullock. Forbes listed me as one of 20 Top Women Social Media Influencers, Oracle named me Social Influencer of Europe, I've spoken at dozens of conferences worldwide and been featured in the world's biggest publications, including Forbes, TNW, Alexa and many others...

But those accolades can give you the wrong impression - because for a long time, I had these same money blocks myself.

Gradually clearing these 8 money blocks was the key to me raising over \$1m for a software tool, and asking for and getting \$10,000 for a speaking engagement. So, if you're ready to **stop working hard all the time**, but feeling like you never really GET anywhere, and start getting fairly rewarded for the brilliance you're capable of...You are in EXACTLY the right place!

Let's look at each money block in turn...

1

Formative Influences

Why and how this block makes things bad for you:

As babies, we entered the world as more or less 'blank slates.' But very quickly we began absorbing ideas about money from our parents, and later friends, colleagues and others around us.

These formative experiences exert a strong influence on our actions and behaviour towards money, but very often they were informed by negative ideas such as:

Money is evil and rich people are greedy.

Who did she have to f\$%\$ to get that job?

You saw your parents fight about money all the time

I don't deserve more money

Wealthy people are corrupt

Having a lot of money will make me a bad person

No one will like me if I'm successful

Money doesn't buy happiness

Money doesn't grow on trees

www.lilachbullock.com

The Problem

Our early life influences can set an unhelpful 'template' for our relationship with money that's hard to shift.

The trickiest thing about this money block is we're often not even fully aware of it, and because it is so deeply ingrained it will often feel very 'unnatural' to change.

The Solution

Recognise that money is neutral - it can be used for good or bad. It doesn't 'care' how much you have of it.

Remove any negative thoughts that only certain people deserve success. Anyone and everyone can be successful and wealthy, including and especially you!

Understand that being successful and wealthy doesn't mean that you're evil or bad.

There are good and bad people in all walks of life - whether they are poor or rich, happy or sad, big or small. It's a false belief that making money and earning what you're worth and beyond makes you evil or a bad person.



Mind Reading

Why and how this block makes things bad for you:

Most of the time, a bit of mind-reading is a natural and in fact useful habit that helps in both our business and personal lives. After all, if we had NO empathy at all, we'd lose friends pretty quickly, wouldn't we? We often try to read people's intentions to help us navigate and forge relationships in a positive way.

The problem is mind-reading can become a roadblock to genuine understanding. We're losing opportunities and making mistakes based on our judgment, negative thinking and self-doubt, when if we investigated by asking the right questions, we'd find our assumptions are way off the mark.

The essence of mind-reading is making false assumptions about others. This rarely leads to positive outcomes, especially when you lack the confidence to charge what you're worth!

www.lilachbullock.com

The Problem

'They'd never pay THAT!' If you've ever found yourself thinking this, you've probably been 'mind reading.'

We make false presumptions based on our limiting self-belief without asking questions and gaining clarity.

We therefore make incorrect assumptions that only serve to hurt us. For example, instead of simply allowing the market to choose, we'll talk ourselves out of charging more by telling ourselves things like:

They won't be able to afford \$x
They won't think I'm worth it
They'll think I'm overpriced
They'll think I'm greedy

The Solution

Ultimately the best way to overcome the problem of mind-reading is to ask the right questions and to get them to clarify what they are thinking and feeling before we jump to (the wrong) assumptions.

The more questions you ask will help you qualify and determine if the potential client is the right fit for you and your business. Likewise, the more you can show the value you bring and how you can help them, the easier it is to overcome any pricing blocks.

More importantly, by asking more questions, you'll be able to bridge the gap between what you actually know and what you thought you knew. Don't be afraid to repeat things back to them to clarify what they mean so that there are no misunderstandings.

This is also similar to the echo effect, which is when we mirror people's words; this highlights that we have been listening and paying attention to their needs. This is a beautiful skill to have and can help get more brownie points when it comes to closing and winning more clients.



Zero Sum Thinking

Why and how this block makes things bad for you:

Zero-sum thinking puts you at odds with the potential client or customer. When you think that there is only one winner and they will lose by paying you money for your services, it creates negative feelings. You feel conflicted about them giving you money and as a result, often charge less than you should as want to come across as being 'fair' and not greedy.

The Problem

Zero-sum thinking is an emotional way of thinking based on falsely believing that if someone buys from me, they lose and I win. It's the idea that 'one person's loss is another person's gain.' This can lead to you feeling guilty about getting paid, or asking for what you should do, or even feeling like a client giving you business is them doing you a favour in some way (it's not!).

The Solution

It's important to reframe how you view customers paying you for your services and understand that they're NOT doing you a favour - it's an EXCHANGE of value. Their value comes in the form of money. Your value comes in the form of whatever service you provide. This exchange of value and money are the necessary ingredients for trust and reciprocity to form, and businesses need this to survive and ultimately thrive.

LilachBullock



"There are a lot of people out there claiming to know about SEO, social media marketing and how to promote websites. I went through about 12 until connecting with Lilach. She is by far the most qualified and helpful!"

"Lilach is the most incredible business coach. She has immense experience in building business' and uses her success to coach business owners to create clear goals and confidence. I strongly recommend working with Lilach."



Jordan Walsh



Dalia Black



Self- Worth

Why and how this block makes things bad for you:

When you fail to see your true worth, you set yourself up for failure.

You're petrified of putting your prices up as you need the money and lack the confidence to charge more in case they say no. You don't have time to work on building a pipeline of quality leads and live in constant fear that a client will leave you, or have to find a new client quickly.

You become overwhelmed with doing all the work and increasingly get frustrated that your business stagnates and never grows. You never have the time to plan, build and grow your business as you're stuck in a constant cycle of working and aren't earning enough to make it worthwhile to outsource work to others to free up your time. You're always overwhelmed, tired and stressed and can't see a way out of this never-ending loop.

www.lilachbullock.com

The Problem

You undervalue your skills, knowledge and experience which holds you back from earning your true potential and being able to grow your business to the level you wish.

The Solution

Recognise the brilliance and what you have achieved so far. Take time to write down all the positive outcomes and feelings you've created for clients in your career, and in your work before setting up in business too. Then go to those people and ask for testimonials.

Doing this will remind you that your clients work with you because you're good, not just because you are cheap or cost-effective for them.

Become your biggest believer, and spend time learning about your industry, entrepreneurship and improving your mindset.

Invest the time and resources in growing a quality pipeline of leads so that you can always afford to turn down business if it's not the right fit. When you have an abundance of leads coming your way, you will feel less fearful and more confident about saying no to clients who don't value you and won't pay what you're worth.



Guilt

Why and how this block makes things bad for you:

There will always be people who will try and negotiate your prices. Similarly, there will always be people who will never truly value what you offer and think that you're too expensive.

It's common to feel guilty or inadequate when this happens and feel like perhaps you should be lowering your rates or even offering your services for free.

www.lilachbullock.com

The Problem

People want to work with you and (according to them) they can't afford your services and will either tell you that you're too expensive and make you feel guilty/bad or try and negotiate your rates substantially lower than you would like.

The Solution

You should never feel guilty or bad about your pricing. These are your prices, and if they can't afford to work with you, that's their choice. We all have options in life, and everyone spends and invests their money differently.

Recognise that some people have their own self-limiting beliefs and believe that "no one is worth that price" or "why should I pay that much for xxx" etc. These are their money blocks! It's unlikely you will change these for the other person, much less fix them altogether.

It's a big mistake to believe you should be affordable to everybody. Indeed, if no-one ever says 'no' to you on the basis of price, that's NOT a good thing! In fact, it's the clearest possible sign you are overdue putting your prices up.

Low pricing says 'low quality' to a lot of potential buyers. What will be expensive for one person will be a bargain for another. It's impossible to please everyone so be mindful of how brilliant you are at what you do and that you're worth what you're charging.



Adapting to Peer Norms

Why and how this block makes things bad for you:

Pricing based on PERCEIVED competitor pricing almost always fails, for the simple reason most competitors have it wrong, too! Think about it - only a small proportion (maybe 10%) of businesses in any market is doing really well. Most are average and a fair proportion are downright struggling. So if you base your pricing by looking at competitors, chances are you'll pick a pricing strategy that doesn't actually work.

www.lilachbullock.com

The Problem

Adapting to peer norms happens in two main ways - consciously, and subconsciously.

On the conscious level, you may believe competitors are charging a certain amount, so you feel you can't charge more and should adapt to their pricing. This is relatively easy to recognise and deal with.

The much sneakier form of adapting to peer norms happens subconsciously, though. What happens here is we will tend to subconsciously set our personal money 'thermostat' to the 'temperature' of our friends and/or professional network, and this can be harmful.

The Solution

When setting pricing you should largely ignore your competitors. Ultimately, there should be only THREE considerations: profitable delivery for you, value created, and what the market will bear. If you need help figuring those things out, get in touch.

In terms of the subconscious issue of adapting to peer norms, you don't have to snub your old friends and business associated and never speak to them again!

But you SHOULD make a conscious decision to hang out with more financially successful people, because you will find their attitudes, habits and behaviours will rub off on you. What opportunities to do this do you have? Who in your existing network would fit the bill? Could you put together a peer group of other business owners, selecting only those at a slightly higher level than yourself?



LilachBullock



"Lilach has literally transformed my business (and me!). When I came to Lilach I had been swimming in my business for nearly four years, feeling quite confident with who I am and what I do, but unable to express that in a way that was marketable and profitable. In literally one session, Lilach was able to shine a light on so many of my blindspots and then subsequently guide me to create an action plan that would lead me to become unstoppable. It has not only been a pleasure working with Lilach, it's been a grace of God that I found her."



*Shira
Gura*



"Lilach was speaking at a conference when I first met her, even then she was head and shoulders above others in her field, an expert in every sense of the word. Fast forward 10 years and I'm struggling to position my new company. Having spoken to several experienced and knowledgeable coaches, none of them were able to get under the skin of my business and offer the guidance I was looking for. Then serendipity struck when I read a blog by Lilach and realised she was running mentoring programmes, so I reached out to learn more. It was obvious from our initial strategy call Lilach 'got it'. She immediately understood my concerns and knew what was required for me and my business to improve. We're nearing the end of the program, and I can honestly say my life and business have completely changed for the better. She'll challenge you, it can be tough and Lilach's not inexpensive - but the cost of not working with Lilach is far greater."



*Lindsay
Hopkins*





Overgiving

Why and how this block makes things bad for you:

Generosity is a beautiful quality in a human being. But overgiving is depleting. Overgiving doesn't allow you to bring your best to the table consistently.

If a potential client asks for some free work before they "make their decision" and you do it, it can devalue your work in their eyes, even just subconsciously. After all, why would they pay big money for something that's easy for you to do?

When you are paid what you're worth for the work you do, it makes you feel more confident, and it makes you dream bigger. On the other hand, always giving away your time and services for free or for pennies can harm your psyche: it could make you feel like your work isn't worth the money and that you have to do work for free to get somewhere — and hopefully, get more clients along the way.

www.lilachbullock.com

The Problem

You want to be known as being generous, and when working with customers often go above and beyond the scope of work without asking for additional money.

The Solution

Set clear boundaries for yourself: how much is your time worth to you? Think about that and establish clear limits of how much you're willing to give for what you're paid.

Being firm about your policy isn't impolite. If someone wants you to do something for free, tell them one thing: it's not my policy. "I only work on a paid basis". If they can't respect that, that's their problem.

There are always those random situations when working for free can make sense. You might not get paid directly, but you get a big enough value out of that work to make financial sense to do it. But if you're not getting enough value, don't do it.

Make sure you respect your time and the value of your work and get paid what you're worth. Remember, unpaid work doesn't just mean lost time and money; it can have numerous negative consequences.



Ignorance

Why and how this block makes things bad for you:

In situations we're ill-equipped to deal with, we tend to do one of two things:

Fall back on our own (bad) habits - so our situation never improves

Look around at competitors to imitate (but as we established, most of THEM have got it wrong!)

The Problem

You 'buy into' all the above but purely on a practical level you don't know the sums to do... the prices to actually set... the packages to offer... the ways to get in front of better potential clients... the words to use to get the deal or handle the conversation...

The Solution

There is no quick answer I can give you on this, except to say stay tuned to my emails (I provide lots of tips!) and that any investment you make in:

1. Mapping out YOUR Dream Business – so you know EXACTLY what you need to do to create the business and lifestyle you want...
2. Developing the RIGHT specialism for you, where you can get well-rewarded, but have little to no competition...
3. Design and price your packages
4. Pricing right instead of guessing or underselling yourself
5. Making sales from your 'Low Hanging Fruit' – the business right under your nose – in your contact book, in your network - you aren't making the most of!
6. Opening up conversations the right way...
7. Refining the messaging that's going to give you a stream of NEW business
8. Learning how to close opportunities, confidently, so you go into every conversation completely ready, relaxed and positive
9. Generating regular, quality leads with a repeatable process that works for you

Is likely to be the best investment you can possibly make!





LilachBullock

Turn your passion into profit

I would love to learn more about your business and goals and where you'd like to be in the next 12 months. What challenges you have and help you understand how to overcome them.

This complimentary call will be an opportunity to gain clarity around your vision and goals, inspire action and reduce any stress you may be experiencing.

Develop the skills you need to build your dream business.

[Book a free strategy call](#)



www.lilachbullock.com





Proud of the clients I've worked with



LilachBullock

Discover • Learn • Grow



MY WEBSITE

- www.lilachbullock.com

EMAIL ME

- lilachbullock@gmail.com

SUBSCRIBE TO MY YOUTUBE CHANNEL

- <https://youtube.com/@LilachBullock>

FOLLOW ME ON LINKEDIN

- <https://www.linkedin.com/in/lilachbullock/>