



Were you paid without **YOU NOTICING?**

You could be short changing yourself by working only for money suggests SUE LESTER. Maybe you could be paid more handsomely in other ways?

Have you found yourself doing a great deal of work for not much return, that is, of the hard cash kind? As a result, perhaps you have decided not to get out of bed for less than \$X a day? When you feel taken advantage of it can be easy to get fed up, resentful and lose enthusiasm. This in turn puts off potential clients and customers, starting that downward spiral. You could gain a reputation as a selfish 'what's in it for me' person, or simply disappear in the crowds of insignificant others. People who put in the extra effort stand out, are appreciated, and stay front of mind.



Once you realise there are actually four currencies in which you can be paid, it is much easier to shift your mood and perspective. And you open up even more potential growth, richer connections and relationships. Your satisfaction with life increases in line with your confidence and the opportunities that open up before you.

Here are the four currencies of life:

1. GIVE: this is when you give freely from love, from a generous heart space, without expectation of return. Your reward is feeling great about yourself, and knowing you have helped others feel good too. For example, lending a hand at a networking event, or the extra time you give a person in need. They remember how you made them feel, and will return the favour in some form. Take care not to overdo this and become a doormat.

2. GET: hard cash or payment in kind fits in here. Yes, it is essential to pay your

bills and your team, but focusing purely on monetary payment limits your opportunities for growth and connection. Business is built on relationships and team effort, so being seen as someone 'only in it for the money' damages your reputation and opportunities for becoming bigger than just you.

3. GAIN: this currency is about gaining knowledge and experience. For example, you might present a talk, and although you don't get immediate business from it, you gain experience, exposure and seed future business. Perhaps you volunteer to crew at a high profile event, making new connections, and accessing free education and valuable insights. "Money can't buy that kind of publicity."

4. GROW: your bank balance is covered under GET, so this is about growing your database, your networks, your relationships

and your reputation. You may speak for free but grow your business brand and community rapidly. Remember your network is your net worth.

So, next time you catch yourself saying, "Well that was a waste of time!" take a moment to check to see if you were actually paid in other ways. Of course, the ultimate experience is one in which you are paid in all four ways, so keep your radar on for as many of those opportunities as possible. ■

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