WELCOME TO THE 7 STEP MPC VALUE FRAMEWORK



mortonpatterson
the business of value

© 2025 Morton Patterson, Morton Patterson Consulting
value@mortonpatterson.com | www.mortonpatterson.com

MPC VALUE MASTERY FRAMEWORK

CONFIDENTLY COMMUNICATE & PRICE YOUR EXPERTISE



You're not alone if you're highly experienced but struggle to articulate your impact or confidently price your services. Many professionals excel at delivering value but hesitate to communicate it.

1. Value Mindset (Beliefs & Self-Worth)

Your mindset is the foundation of how you position and price yourself. If you don't believe in your value, neither will your clients.

2. Articulating Impact (Recognising & Measuring Your Impact)

Clients don't pay for your time—they pay for results. You must communicate your value in a way that highlights transformation.

3. Leverage Communication (Confidently Expressing Your Value)

How you talk about your services impacts how people perceive and invest in them.

4. Understand Pricing & Negotiation (Charging What You're Worth)

Your fees should reflect the transformation you provide, not the hours you work.

5. Packaging Your Services (Structuring Your Offers)

Clients hesitate when pricing is unclear. Clear service packages make it easier for them to say yes.

6. Drafting Proposals (Presenting Your Offer with Confidence)

A strong proposal ensures clients see the return on investment

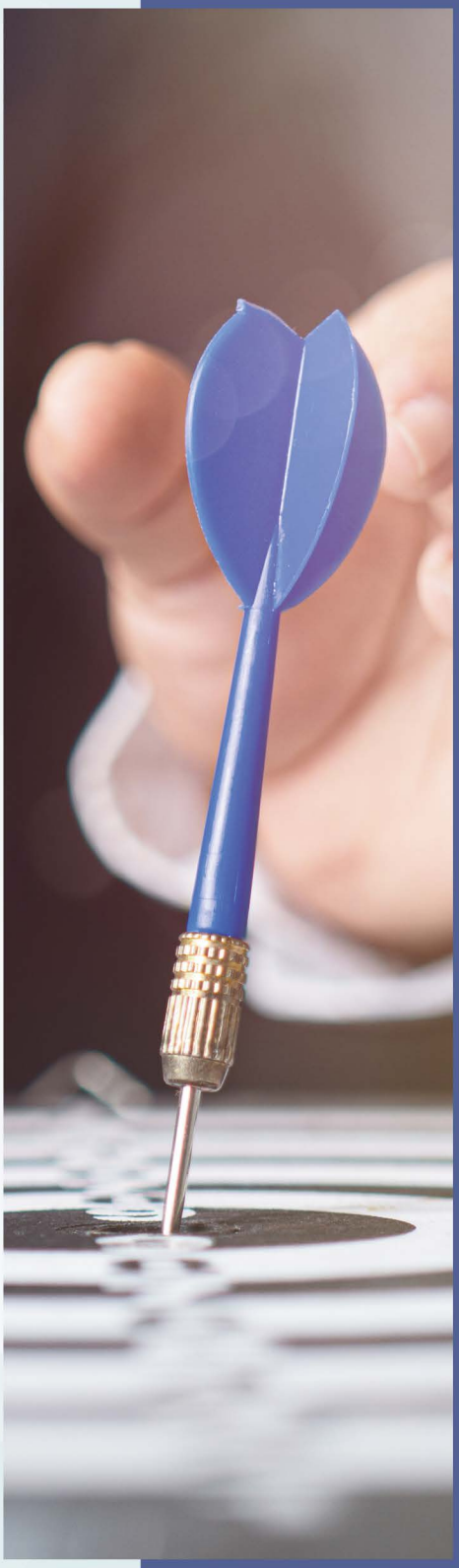
7. Execute with Confidence (Own Your Value & Take Action)

The **MPC Value Mastery Framework** will shift you from hesitation to clarity, from undervaluing to confidently communicating and pricing your expertise.

mortonpatterson

PRIMARY AIM

The key purpose of this exercise is to:



Clarify Personal Vision:
It helps you articulate a clear, compelling vision of what truly matters in your life.

Align Goals with Values:
Ensure that your daily actions and long-term objectives reflect your deeper values and beliefs.

Guide Decision-Making:
Guiding your decisions towards what truly matters in the long run, rather than succumbing to short-term impulses.

Create Meaning and Focus:
Reduces distractions and increases intentionality

Enhance Motivation and Fulfilment:
Reconnects you with the reasons behind your goals and ambitions.

mortonpatterson
the business of value

PRIMARY AIM

Visualise your 80th birthday. Imagine a wonderful celebration where friends, loved ones, and associates from all walks of your life come to honour you. Imagine it in as much detail as you can – the place, the people, the decorations, the colours.

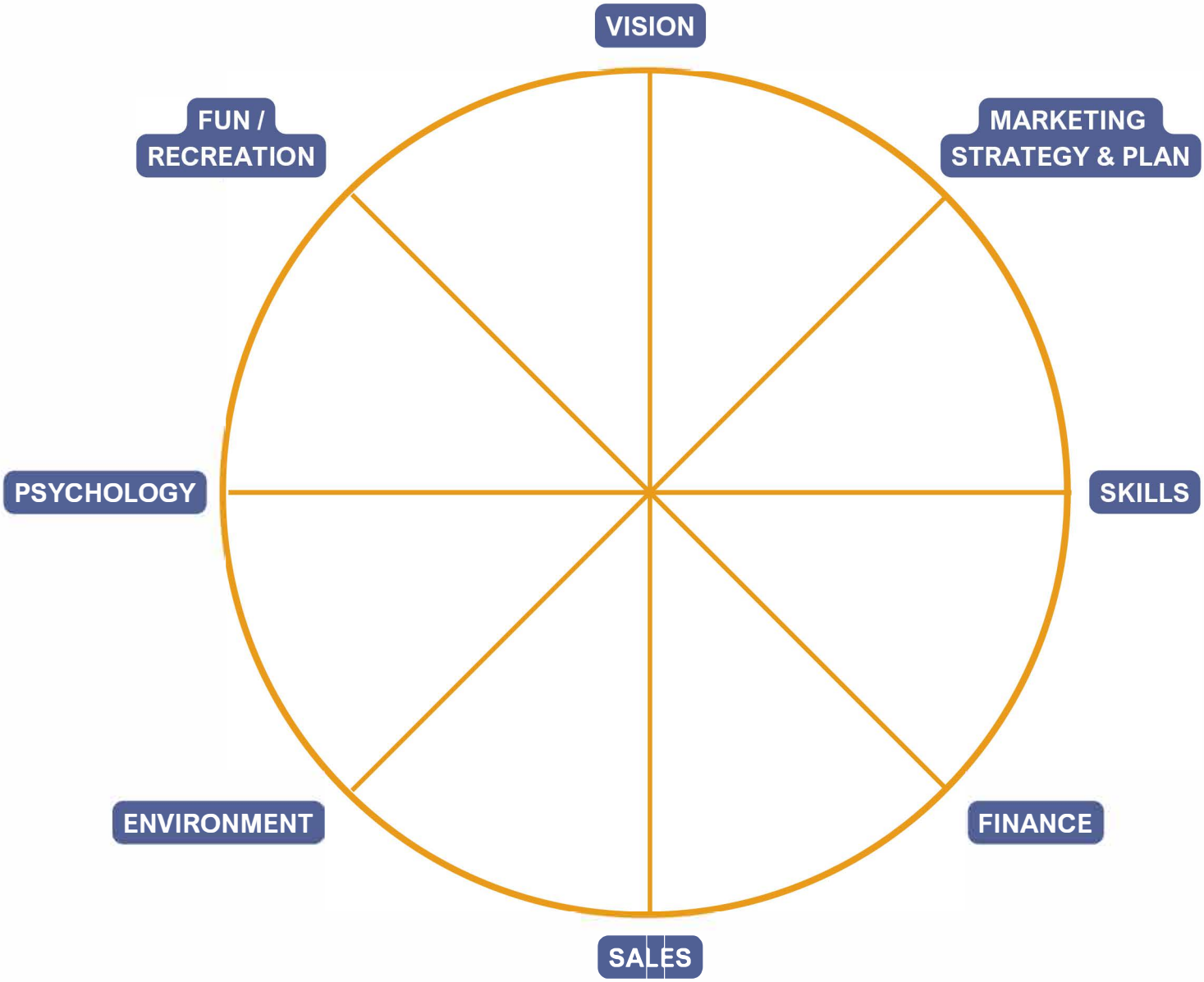
See these individuals in your mind's eye as they stand, one by one, to pay tribute to you. Assume they represent roles you are now fulfilling in life – perhaps as a parent, teacher, manager, coach, or community leader. Also assume that you have fulfilled these roles to the utmost of your potential.

- What kind of life do you want?
- What kind of person do I want to be?
- What would these people say?
- What qualities of character would you be remembered for?
- What outstanding contributions would they mention?
- Look around at the people there. What important differences have you made in their lives?

As you ponder, write down your roles, and beside each role, the tribute statement you would like to be said of you on this occasion.
Exercises adapted from Stephen Covey 7 Habits of Highly Effective People and the E-Myth Revisited.- Michael Gerber

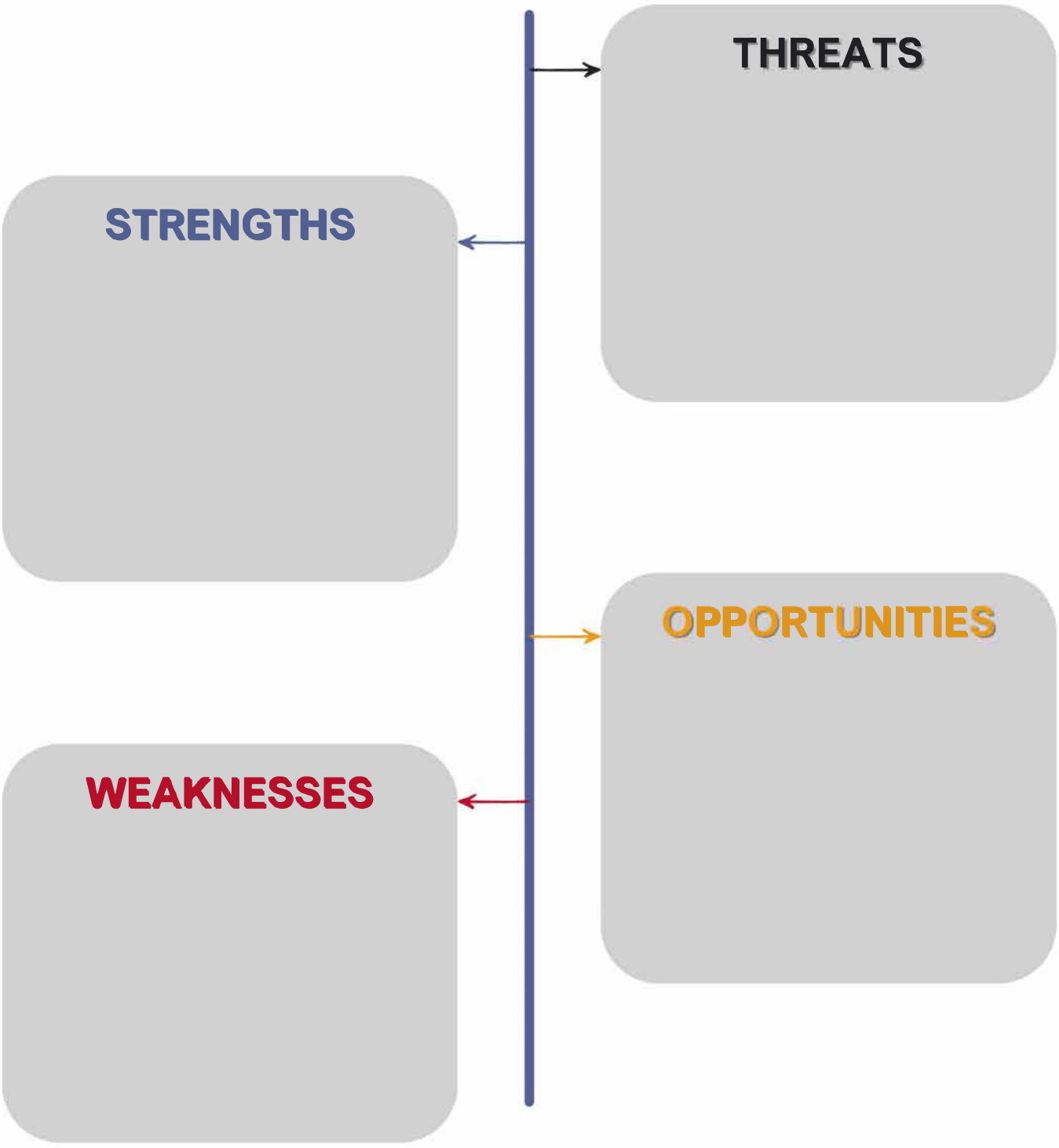
TRIBUTES	
ROLE	
ROLE	
ROLE	
ROLE	
ROLE	
ROLE	
ROLE	

WHEEL OF BUSINESS



mortonpatterson

SWOT ANALYSIS



mortonpatterson

MINDSET & FEES

One of the biggest elements around Knowing Your Value is self-esteem and self-worth. This exercise helps you to take an inventory of your beliefs.

Write down all of the things that could be holding you back from winning new business. List the consequences of those beliefs. To do this, please fill out this chart. See example below.

BELIEF • We are nervous about having the discussion about business terms	**CONSEQUENCES** • Everything is unclear and grey • Can end up losing money
BELIEF The contract may be overwhelming, and we underperform	**CONSEQUENCES** • We don't go for the business or find a way to sabotage the opportunity
BELIEF	**CONSEQUENCES**
BELIEF	**CONSEQUENCES**
BELIEF	**CONSEQUENCES**
BELIEF	**CONSEQUENCES**
BELIEF	**CONSEQUENCES**
BELIEF	**CONSEQUENCES**

THE UNSTUCK PROCESS WORKSHEET

One of the biggest elements around Knowing Your Value is self-esteem and self-worth. This exercise helps you to take an inventory of your beliefs.

Write down all of the things that could be holding you back from winning new business. List the consequences of those beliefs. To do this, please fill out this chart. See example below.

Where are you stuck, or what are you avoiding?	
What do you feel when you're experiencing this?	
How do you behave when you are experiencing this?	
What is the belief underneath the avoidance?	
You're convinced the belief is true, but is it?	Yes or no?
Is this belief working for you?	Yes or no?
What are the costs of attaching to that belief?	
a) What do you get from holding onto this belief - is the payoff? b) Is the payoff real, and is it worth it?	a) b) Yes or No?
Who would you be, if it were impossible to attach to this belief?	
What possibilities might open up to you if you no longer identified with that belief?	
Is it OK just be who you are without having this belief anymore?	Yes or No? Initial
What will you do next?	

EXERCISE

TO CREATE AND VALUE YOUR SERVICES

1 **Imagine the client that is your greatest success story. Not a group of clients, but one specific person**

What results did they get from working with you? List their exact results:

What other transformations happened in their life or business because of these results?

What would have been the cost to the client had the NOT accepted your offer? This is the value of your offer!

IMPACT MEASUREMENT

EXERCISES TO TRACK AND MEASURE VALUE

Objective:

Help you develop a structured way to measure and track your impact over time.

Exercise:

Define Your Key Impact Metrics: Choose five measurable areas where your work creates impact. Common examples include:

- Revenue growth (e.g., "Increase in client's income after working with me")
- Efficiency (e.g., "Time saved per week/month due to my services")
- Confidence/Mindset (e.g., "Clients report feeling more confident in their business decisions")
- Client Success (e.g., "Number of new opportunities or deals closed")
- Referrals/Recommendations (e.g., "How often do clients refer me to others?")

2 Rate Your Last 5 Clients:

- For each client, score them from 1 to 10 on each of the five metrics (1 = no impact, 10 = massive transformation).
- Use the table below:

CLIENT NAME	REVENUE GROWTH	EFFICIENCY	CONFI-DENCE	CLIENT SUCCESS	REFERRALS	TOTAL SCORE

3 Analyse Your Scores:

- What patterns do you notice?
- Which metric do you score highest in?
- Where do you have the most room for improvement?
- How do these scores reinforce your expertise and value?

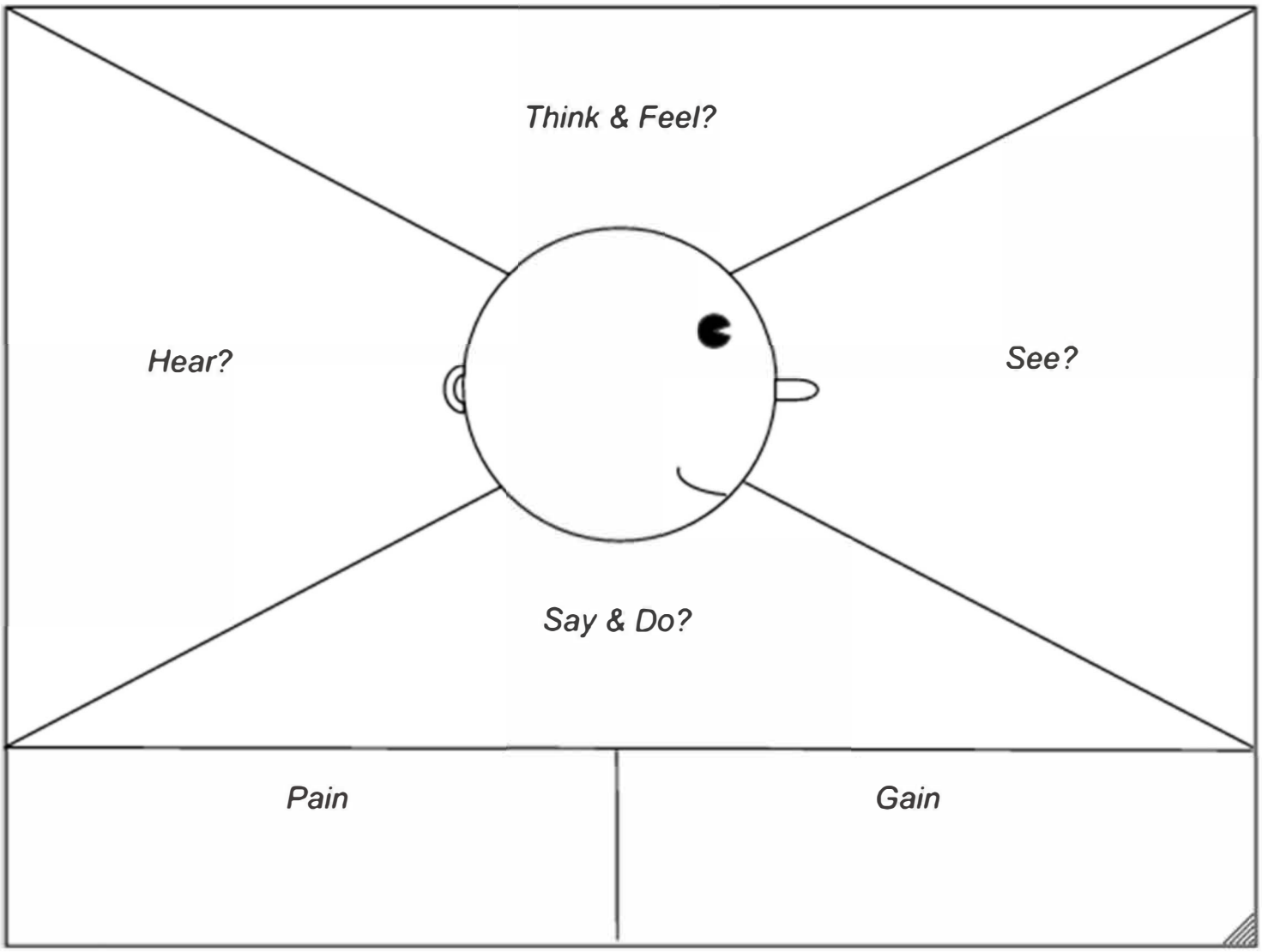
Value: Develop a clear, measurable scorecard you can track over time.

STARTING WITH THE CUSTOMER

AND WORKING BACKWARDS

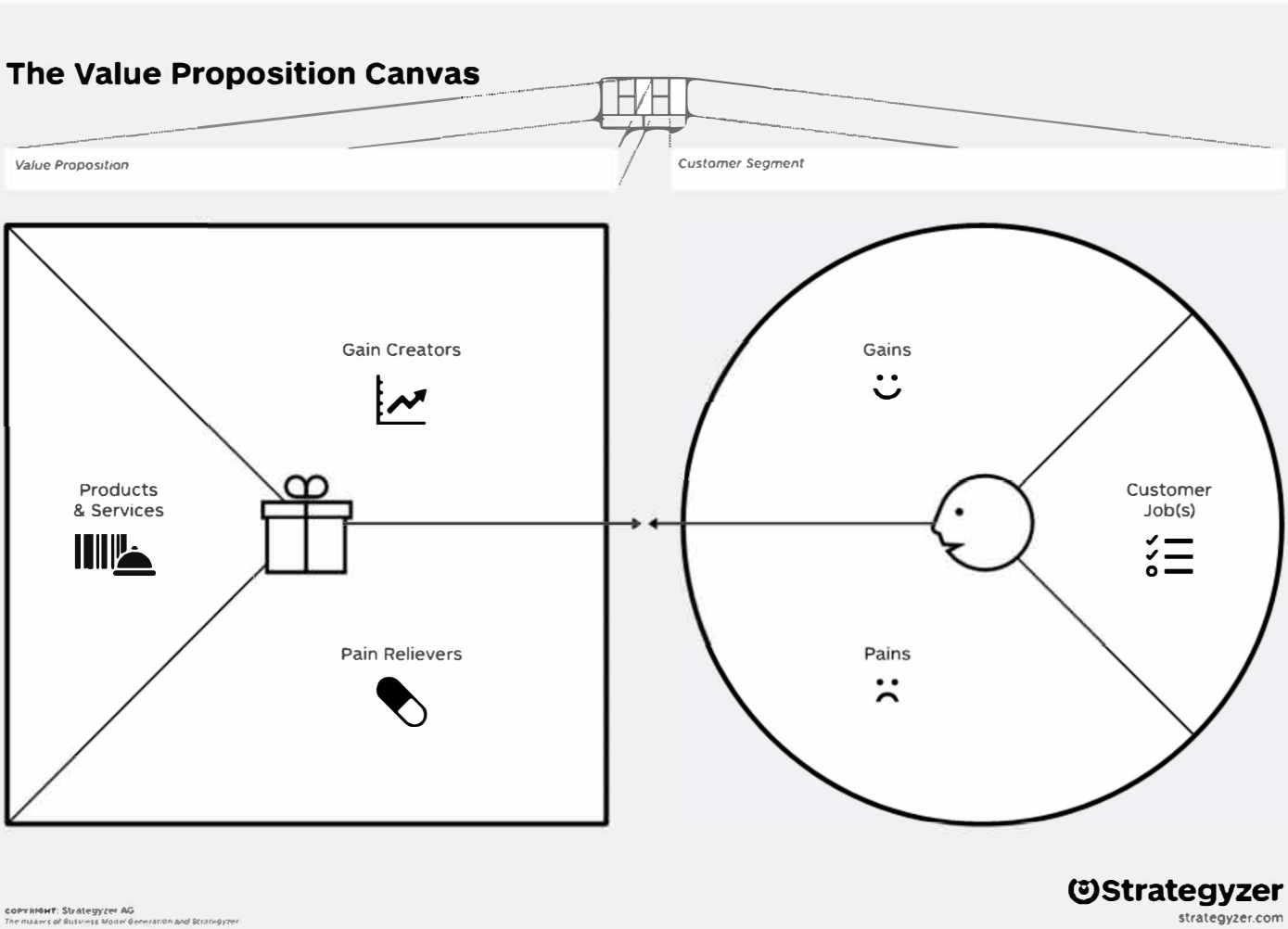
PROBLEM	IMPACT →	IMPACT →	IMPACT →	IMPACT

EMPATHY MAP



mortonpatterson

VALUE PROPOSITION CANVAS



COPYRIGHT: Strategyzer AG
The makers of Business Model Generation and Strategyzer

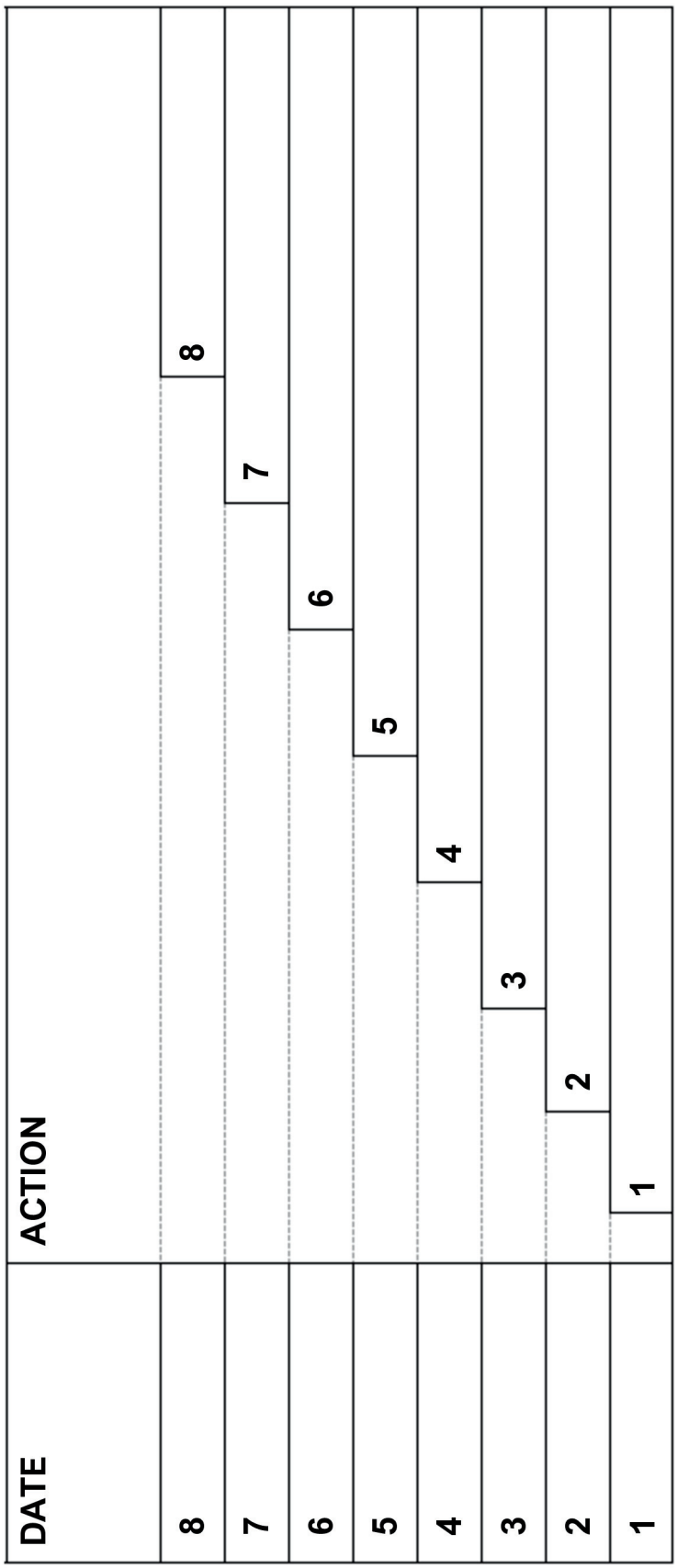
CREATING YOUR SERVICE PACKAGES

1	Name of the service or program
2	Clients for this service
3	Problem or challenge this service addresses
4	Expected outcomes this service delivers
5	What is unique about this service?
6	What does the client actually get? That is, what are all the components of this service?
7	Main benefits of your service or program?
8	What's the proof of the value of your services?
9	Structure of the Service
10	Call to action. What do you want the prospect to do next?
11	What do you charge for this service?
12	How much time do you put into delivering this service?
13	What do you actually end up making per hour?
14	How many units of this service do you need to sell per month?

FRONT END BACK END OF SERVICES

OUTRAGEOUS OFFER	UPSELLS/DOWNSELLS
YOUR SUITE OF PACKAGES	
BRONZE	
SILVER	
GOLD	

HOW AM I GOING TO ACHIEVE MY GOAL OF



YOUR NEXT STEPS

DATE								
OUTCOME								
NEXT STEP								
REASON								
ACTION								

REFERENCES

- The 7 Habits of Highly Effective People, Stephen Covey
- Triggers by Marshall Goldsmith
- Blue Ocean Shift by W. Chan Kim and Renée Mauborgne
- Deep Work by Cal Newport
- Never Split the Difference by Chris Voss
- Built to Sell by John Warrillow
- The Coaching Habit by Michael Bungay Stanier
- The Advice Trap by Michael Bungay Stanier
- Value Proposition Design - Strategizer
- The Trusted Advisor by David Maister
- Value-Based Fees, Alan Weiss
- Your Future Self Now by Dr Benjamin Hardy

SERVICES AT A GLANCE

Here's how we can work together:

The Value Clarity Intensive Webinar
A focused 90-minute session will help you clarify what you offer, who it's for, and how to articulate the difference you make.

Know Your Value: 6-Week Program
A guided journey from self-doubt to self-worth—designed to help you reposition your services, increase confidence, and price based on impact.

Value-Based Pricing Strategy
Shift from hourly rates to pricing that reflects the transformation you provide. This includes a comprehensive review of your service offerings, setting the right prices, and crafting compelling messages to communicate your value.

Annual Founders VIP Value & Strategy review

An annual strategy session designed to reflect, refocus, and re-align your business and personal growth with where you're headed.

Keynote Speaking
Dynamic and thought-provoking talks on value, mindset, leadership, and business transformation.

1-Day Intensive: 7 Step Know Your Value Framework
Experience a comprehensive full-day deep dive into positioning, mindset, and pricing using the Know Your Value Framework.

1:1 Executive Coaching
Confidential, high-impact coaching for senior professionals navigating complexity, change, or growth, leading to a transformed sense of value, confidence, and clarity.

Let's talk! If any of the above sounds like what you or your team needs, I'd love to explore how I can help.

📩 **Email: value@mortonpatterson.com**
🌐 **Website: http://mortonpatterson.com**
📞 **Book a call: +44 7980446114**

NOTES