

**HOW TO SUCCEED IN BUSINESS**  
**Own your worth and attract money**

**MARCELLE DELLA FAILLE**

*How to Succeed...*  
**IN BUSINESS**

*Own your WORTH*  
*and Attract MONEY*

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**HOW TO SUCCEED  
IN BUSINESS**



**Marcelle della Faille**

Have you noticed that in our Western society, some value is placed on cars and houses, by insurers for example, while **value always depends on the observer**. For instance, I inherited a ring from my grandmother, a ring to which I attach great worth, since my grandmother was and remains a powerful guide for me. She is always near me. Any other person than me, seeing this ring, might deem it trivial.

Hence, it's crucial that you **give yourself an appropriate value**, rather than waiting for your clients or your loved ones to value or acknowledge you as you hope to be valued and acknowledged.

### **So, how do you best value your true worth ?**

I've noticed that in today's society, and I experienced it myself, when I was working in a law firm or as interim worker in many listed companies, that lots of people are disappointed by their salaries or by the remuneration they receive in exchange for their services. Often, they do not have a clear idea of the value of their services. We all have co-created a society that imposes on us 'salary scales' - and who says 'scale', says 'limitation' - because we let ourselves be influenced by other people's beliefs about our own worth.

All these employees unhappy with the compensation they receive hope their superiors and the government will perceive their worth, and expect to receive more. They live in expectation and create a dependency between themselves and these external authorities. In fact, they expect those authorities to recognize their worth, rather than recognizing it themselves first. Many people hope thus an increase or that their customers will give them more than what they themselves ask them, even if they never explicitly formulate these feelings. There is a feverish expectation, very unpleasant to live in and arising from lack of personal appreciation of their products and services, rather than the honest and clear expression of what they wish to receive.

While, you know it, with the focusing and magnifying effect of the law of attraction, if YOU give worth to your services and your products, others reflect this feeling. They reflect the vibrations of high esteem of yourself that you emit.

Decide for yourself first, how worthy is your time, your energy, and what exchange value seems 'right'.

Do not expect others to so decide for you. You place yourself in inferior position in this case. It is important that you, as an employer of yourself - because the customer in front of you is yourself that pay you for your own services - you feel that the exchange is fair. Thus the world around you will also feel the presence of a fair exchange of value.

The people around you are the mirrors of what frequency you emit. Emit the

frequency of someone who knows its worth, and you will attract to you customers, suppliers and partners who recognize that value, because you yourself you give it to and recognize it for yourself.

I often hear clients say, *"I'll reduce my rates to get more customers or increase my sales."* Myself, when I start a new program and I'm in the transition phase that leads me to a new turn, my mind falls into doubt if I am not aligned. The little girl in me is doubting, and can create herself back devaluation comments.

Fortunately, I installed a high enough vibration of valorization of my creations to be able to continually recreate the wonder of the little girl that tell herself "wow! " when she sees her program broadcast.

If you work as an independent or individual entrepreneur, it's best - and I speak from experience - to have two ideals customers who pay you an amount representing your fair value than four clients who pay you less than this.

This is why in the framework of the Association that I created in 2012, AFICEA<sup>1</sup>, I encourage the attraction of a high-level clientele. Indeed, a high level client is a client who perceives the worth that you feel you represent. This high-level clientele is not necessarily very large, but you do not need a lot of high profile clients to have much more revenue than any other coach, accompanying person or therapist who attracts customers with less esteem for themselves and who therefore cannot appreciate you at your fair value.

Potential clients lacking self-esteem will be more and you will earn the same amount, but often they will take you more time and energy since they are not at the same vibrational level as you. The difference lies not only in the flow of abundance, but also in the flow of energy and vitality.

When you receive an appropriate value in return for what you offer, you feel a pleasant feeling for yourself. You feel valued. You feel you are at the right place and you radiate enthusiasm.

Business leaders who radiate enthusiasm, prosperity and success, are more effective in helping others and inspiring them to rise, than those who feel poor, and who are selling out their prices. Such a person will be more easily exhausted and will have the impression of not succeeding. She will vibrate the feeling of failure, and bitterness or resentment. And this is not what you want to vibrate.

Decide that **as from today you get what matches your true worth**. Do not worry

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<sup>1</sup> AFICEA is the International Association for Abundant Business Coaching, that I created in December 2012. Visit the website and, if you are Frenchspeaking, I invite you to register as an active member on <http://aficea.com>

about losing customers, about seeing your revenue decrease if you increase your prices, or about not finding enough customers able to perceive your work to its fair value. This is your mind that makes you believe that. He prefers you to stay small, so it retains control over you. While, you want to grow! You want to let the Great Divine in you take more space.

To simplify this task, and I hope it makes it easier for yourself as well, I created a model or system, one that can be easily remembered, which serves as a compass for me over the days and the hours of my days. Because valuing oneself is a job or a 'game' at all times. We must take the time to anchor our new sense of value or worth in our very cells, to make sure that nothing and nobody can make us believe that we have no worth.

I started from the definition of the word WORTH: that by which a person is deemed to be worthy of respect (in relation to the qualities we wish to see in mankind, in the moral, intellectual and professional realms).<sup>2</sup>

This definition gives room to the judgment of others as to my worth. I would therefore like to give it a more personal angle here, because who better than myself is able to acknowledge my own worth?

I joyfully created my own definition of worth in general. Here it is:

**The meaning of our own 'Worth' matches the Vision of the Love that we are, of the Freedom that we give ourselves, of the Expansion that we are experimenting, and of the Unity we feel in Acknowledging who we really are.**

**OUR SENSE OF WORTH =**

**THE VISION**

**OF THE LOVE THAT WE ARE,**

**OF THE FREEDOM THAT WE GIVE OURSELVES**

**OF THE EXPANSION THAT WE ARE EXPERIMENTING,**

**AND OF THE UNITY WE FEEL IN**

**IN ACKNOWLEDGING WHO WE REALLY ARE**

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<sup>2</sup> Author's note: definition taken from *Nouveau Petit Robert*.

I suggest that we leave on a journey together, in order to discover and sincerely affirm in an amplified way our sense of WORTH.

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Our own worth is exactly proportional to the net worth that we represent. We attract the net worth corresponding to our sense of worth.
- One of the qualities of abundance, is love. If we use this quality of love, we can overcome all mountains and cross all boundaries.
- One of the blocks to the development of prosperity in our life is the very human belief in separation.
- As entrepreneurs, but also as employees, we are all co-creators. And when we connect our qualities of abundance or our spiritual gifts to those of Source, our power is increased.
- It's crucial that you give yourself an appropriate value, rather than waiting for your clients or your loved ones to value or acknowledge you as you hope to be valued and acknowledged.

## **VISION**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- EVERYTHING IS POSSIBLE!
- The REAL key to success is to make joy your number one priority every day, and this is something that everyone can do easily.
- Outer manifestation comes when the emotional manifestation takes place within you.
- At each new level of consciousness and success, we tend to experience a moment of vulnerability, because we feel impelled to jump from the known to the unknown.
- Knowing how to handle our transitional phases is the key to living a peaceful and conscious life.

## **LOVE**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- The greatest of riches is being able to be part of the flow of the manifestation of money. The money is there, and I'm not afraid to spend it. I'm not afraid to see it disappear from my life experience, because I know that when the day

comes that I need it, it will be there again.

- Abundance is always there. It is not always visible to you, but it is always present at a certain vibratory level. At the high level of joy and well-being.
- Ask yourself regularly, how do I feel? Do I feel more of a sense of abundance, or more of something missing?” And realign yourself according to the answers that you feel.
- Having a lot of money is to love yourself enough to open yourself up to money.
- The best proof of love for oneself is to believe there are lots of money in the world. It is to believe that abundance is everywhere and wonder at all those moments in which we experienced this abundance, in which we felt it, and open up to this abundance that is already present.

## **FREEDOM**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Freedom, according to spiritual perspective, is acknowledging that we are not limited by circumstances and that we will always create the right level of abundance.
- Financial freedom – you can claim it NOW. No need to have a lot of money or a good situation to do so. You can anchor it in your cells right now.
- Money is an expansion tool for your vibration. Understanding it will help you let go of the fear, perhaps the guilt or anxieties over your current financial situation, which is merely a story that your thoughts continue to tell you.
- You cannot help nor have an effect on many people when you're poor and you don't have a lot of money.
- A positive domino effect occurs, when we feel powerful thanks to the money that is in our hands. We help our families, we help our community and we contribute to the economy and raising the level of abundance of the planet.

## **EXPANSION**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Whoever talks of expansion, talks of ascension.
- It is on an upward spiral that we all move forward, whoever we are: young and old, women and men, black or white, and all varieties of skin colour that are found within the richness of the kingdom of man.
- Choice and decision are the two major pillars of light and conscious evolution.
- Without choice, there are no conscious steps forward. Without choice, we feel forced to leave the known situation to go into the unknown. It is choice that

creates conscious expansion.

- The expansion spiral is the means by which the universe helps us to grow and to have a greater impact than we could have ever imagined, without scaring us before we have even started.

## **UNITY**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Projects begin with the launch of specific intentions. Each project always includes a spiritual or personal component AND financial goals that are associated with it.
- Belief in lack disappears and dissolves completely as soon as you re-centre yourself on the law of unity.
- What you acknowledge and accept, you can more easily let go of and release.
- Awareness, which is the sum total of thought, energy and beliefs, is the creative source of the demonstration.
- Being genuine is loving both sides of the coin that you represent: the face of shadow and the face of light.

## **ACKNOWLEDGMENT**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Feelings of worth and acknowledgement are easier to manifest on the outside when you anchor them within yourself first.
- The intention of well-being maintained on a daily basis in business and life opens incredible doors to human beings!
- Many people who vibrate at a low level are looking for worth and acknowledgment outside of themselves, because they have neither developed nor installed it within themselves. They don't believe they are worthy.
- People who vibrate at the top of the emotional scale live in a certain abundance, are aware of their worth – and therefore of yours – and easily attract what they want. These people have balanced their two types of energies, the yin and the yang.
- You must realise that what you offer to others, through a book, a service or a product, is worthy, and has far more worth than what the majority of people would give it. And it starts with you.

## **MONEY, THE SINEWS OF PEACE**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Raise your level of appreciation of money by establishing yourself within the belief that money opens up a new era.
- This is the big difference between “the pursuit of happiness” – that many people say they want to “do” on a daily basis, which ends up in them constantly chasing after happiness and not taking the time to “be” in the present moment – and “the happiness of the pursuit”. In other words, I choose to feel well and “be” happy in this journey that I’ve committed to in order to reach my summit.
- I now believe that money is one of the best ways to grow and develop as human beings.
- The more people who transform their relationship with money into a peaceful, calm and quiet relationship – in which we find and make sure money flows like water in our lives, and in which we increase its worth just by increasing our appreciation for money – the more human collaboration will be put into place at a deeper level than the single practical and tangible level.
- Money, nowadays, is the key to raising our consciousness

## **MONEY IS OUR ALLY**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Money has a “magnetic” power, in other words it is loving and attractive like a magnet. The more you love money, the more money loves you and the more you become a magnet for money.
- You must now consider money as a power that allows you to run your business or have a life full of success, joy and pleasure.
- You want to welcome its arrival, and also rejoice when it goes out. I invite you to emit a vibration of pleasure and joy, as much when you see it arrive as when you see it leave.
- Money has no worth until it is not being used or spent.
- Keep in mind that you do not need money. It is money that needs you in order to be able to express itself.

## **GOOD LUCK OR BAD LUCK: WHAT DO YOU BELIEVE IN?**

**Check the items you have clearly integrated in yourself in each chapter, and DECIDE today to COMMIT to integrate the other points :**

- Change your mindset and enter into the attitude of abundance with regard to money.
- There is enough money for everyone on the planet, and certainly for each entrepreneur. We just have to open ourselves up to receiving this money.
- We literally create the money that we need, at the time we need it.
- When you play games with money, you allow it to be an angel or a positive agent in your life. For once, someone on the planet does not consider it negatively, and instead is delighted to have it by their side.
- When you launch this kind of intention to increase your level of attraction through these financial games, you create situations, ideas and meetings that give you clues and means to attract more.

**I wish you much pleasure in the definition and expression of YOUR REAL WORTH, because ...**

**EVERYTHING IS STARTING FROM YOU!**

If you would like our help to 'Succeed in Business', ask for a strategic session  
**'I own my Worth' here**

<http://loveandmoneyalchemy.com/breakthrough-session/>

Together we will discover what slows down the abundance you deserve to receive, and what you can do to let it enter your life experience.



Marcelle della Faille, known as the Attraction Queen, is an author, a translator, a mentor, a trainer and Law of Attraction expert whose first book « **Le secret de la loi d'Attraction** » (The Law of Attraction Secret), quickly became a **best-seller** in 2005. Her other books - the Workbook for Law of Attraction Secret, The Prosperity Odyssey, A Secret Within Their Reach for children, all offer **valuable lessons on the practical application of the universal principles of attraction and alignment** in the personal and professional lives or tens of

thousands of readers. Her most recent book **How to succeed in business: Own your worth and attract money**, published on Kindle and Amazon, will help you take the road of 'Spiritual Entrepreneurship' in order to live your ideal life and understand that it is possible to attract money while owning who you really are and running the business you adore.

Also translator of numerous New Thought books (as The Science of Getting Rich, The Science of well-Being, The Science of Being Great, from Wallace D. Wattles, and 'The Master Key' and 'Cause and Effect' from Charles F. Haanel, and 'The Secret of Ages', from Robert Collier), Marcelle is well-known for her writings and training programs that inspire you to develop your passion into a profitable business.



## LOVE & MONEY ALCHEMY

She has now expanded her business to the English-speaking audience through the creation of the [loveandmoneyalchemy.com](http://loveandmoneyalchemy.com) website. Through this website, I help women entrepreneurs recognize the alchemy between love and money in order to

transform their limiting beliefs into love so they can become a high-income magnet.

Marcelle della Faille's life experience and her 15 years of practice and teaching of the Law of Attraction have also led her to design workshops and powerful Frenchspeaking training programs in the field of Law of Attraction , Aligned Writing and Entrepreneurship. Founder and director of the Aficea coaching school, her experience, which she loves to share, has transformed the lives of tens of thousands of people ... Successfully!



**For more information about Marcelle della Faille's programs and teachings, [register to her newsletter](#), where you'll be directly informed of her new opportunities and offers), or contact our team at [equipe-aficea@aficea.com](mailto:equipe-aficea@aficea.com)**