



## Tap Talk Radio

Good Vibrations through Energy Tapping (EFT) and the Law of Attraction

### Tap Talk Radio #30: Over Deliver And Get Paid

(Total Time: 18:45)

With Rick Wilkes and Carol Look

Welcome to [Tap Talk Radio](#), helping you feel good, really good. Using powerful vibrational technologies like energy tapping, and the law of attraction. And now, here are your hosts, Carol Look from [AttractingAbundance.com](#) and Rick Wilkes from [ThrivingNow.com](#).

**Rick:** Carol, in your Business Abundance Now program, key number 12 is “over deliver”. And I wanted you to describe for us, what does that mean, but particularly, how do you balance that with getting paid what you’re worth?

**Carol:** Balance is really the key to all of this, isn’t it? And over delivering, for me, is giving someone many more resources than they paid for. The balance that’s interesting is everybody’s got a different feed point and price point, but I think the balance comes also energetically with confidence in your work.

We’ve done so much work that we’re quite confident that what we’re putting out is balance, and the prices we give are always lower than what we could get in the field. And that builds trust. There are many angles to the balance question.

**Rick:** If you look at it from the standpoint of abundance, what does over deliver mean in an abundant universe?

**Carol:** It means that the person over delivering knows and feels that there’s enough and that it will come back to them and that it’s worth over delivering, and that there’s no shortage. So people have often said to me, how can you afford to give so much free stuff out to people? How can you do hours of recordings and give it to people. And my attitude is, you can’t afford not to.

The people who feel scarcity, and there’s not enough, and oh no, and this is terrible, they can’t give free stuff out energetically because they don’t believe it’s good for them. They don’t believe it’s going to come back, they

don't believe in prosperity. They actually believe in shortage and that's a wonderfully tappable issue as we know, this sort of attitude or energy pattern, that there's not enough.

If you believe there's not enough, you won't get anything for free anywhere, ever. That's part of our...

**Rick:** The more traditional kinds of marketing where you do marketing without providing samples and information and energy. The abundant universe, the view if a business from an abundant standpoint, is quite different from the standpoint of scarcity, isn't it?

**Carol:** Right.

**Rick:** And so what you're really asking people is to look at, can you over deliver? Can you get to a place where, you know, where's your comfort zone around delivering? Can you put it out there at a cost that feels generous? I've redefined over deliver as generous, it was almost as if generous to a fault, and that feels like a limiting belief to me, right?

**Carol:** Yes.

**Rick:** You're saying, I'm being over-generous. Now think about that, over-generous. You know, over the weekend, 2,000 people looked at a video that is out on my website. And I thought about that, and, 2,000 people changed their weekend to look at something that I had created. And I paid money to have that delivered, but it was relatively speaking, a few pennies per person?

**Carol:** Right.

**Rick:** And yet I think about how I would have been without tapping. Before tapping and from a more scarcity viewpoint, there's an energy of, I need to get mine. It needs to be an equal return. You know, I'm putting this out there and so if people aren't paying, if they're not doing this, if they're not doing that, then there's a contraction that comes.

And I think one of the key things that tapping does is, when we start feeling that contraction to allow us to continue to expand, over deliver can also be expansion. When we over deliver, then we're setting a new standard for ourselves energetically that will be something that we can grow into even further the next time around.

**Carol:** And it means there is enough, I have trust and faith that it's going to come back to me, I'm helping, the spirit of helping people. You know people have asked about the Abundance program, I have nine live sessions in there. Like nine hours of clinical work with me with real people. You can't pay for that, right? You know, you doing the video and all the extra calls on your site?

There's so much there that is genuinely helping people. That establishes the trust with the audience, and then you can charge for your services appropriately, and your attitude is expansive with your clients.

That's the other thing that I think you and I offer our clients is this trust and faith that we know there's enough. We've been through it. You and I have been through the ups and the downs to end up on the other side knowing there's plenty. So you put out a video that's helpful to people, and you pay for it, and they say, "Wow, that guy knows what he's doing", and "He gave it to us."

**Rick:** And I love the fact that technology is allowing us to do things like Tap Talk Radio, and to be able to afford it. It doesn't cost us tens of thousands of dollars to do this. It costs us a relatively small amount of money, and I enjoy this. I enjoy being able to put out the energy.

But let's do some tapping. If somebody is at a place where they're standing at the edge of wanting to put it out there, but they start feeling that tension in their body about "over delivering". And for them, over delivering might be you know, sharing their secret in a way that makes it feel like, "Well, if I tell them what I know, they'll never want to buy it."

**Carol:** Right.

**Rick:** You know, that's an issue that comes up for people?

**Carol:** Yes. The idea that I can't afford it, I can't. You know, it is restrictive. I definitely have an energetic and physiological feeling in the body. When you say, "I can't", you have feelings in your body. When you say, "Of course I can" or "Yes I can", you get different feelings in the body.

**Rick:** Let's do some tapping on "I can't".

**Carol:** Okay.

*(Starts at 6:07)*

**Karate Chop:** Even though I can't afford to give anything away, then I won't have any myself, I choose to try and relax around this issue.

Even though I feel uptight about over delivering, I don't think there's enough. I accept who I am, either way.

Even though I can't afford to over deliver, I don't have enough. I accept my feelings, and I appreciate the abundance in my life.

**Eyebrow:** I can't afford to over deliver.

**Side of the Eye:** I don't have enough.

**Under the Eye:** If I give it away.

**Under the Nose:** Then I won't get anything in return.

**Chin:** And I have such needs.

**Collarbone:** There's not enough.

**Under the Arm:** What if there is enough?

**Top of the Head:** What if I've been wrong all along? And there is enough to go around?

**Rick:** (deep breath).

**Carol:** I really like these tap talks; the emails that we get are so adorable from people. And they say, "Gosh, I can't believe you guys put out another free one" and they helped with their law of attraction method or with tapping. And people love it. Absolutely love it, and then they say, you know what? On the professional side I think I want to buy a product, or I think I want to do a session, or I want to do something else.

And if they don't, it doesn't matter to us because you and I know that expansive feeling. We can afford to give it away free. Not because of the money we have in the bank, but because of our energetic attitude.

**Rick:** Well you think of a normal sales process. I've watched sales processes where you start with leads and, you know 20 leads and you get 4 qualified, potential customers. And then you have one sale. And that process of selling and convincing and showing and talking about the benefits, the traditional sales funnel, there's nothing wrong with that.

What we do is energetically a little bit different. I love the fact that people can listen to us work and feel for themselves, is this a "yes"? They can hear other people work in those nine live sessions I think that one of the

interesting things there is that people can see someone who really understands how to use tapping, use it in real world examples.

And that opportunity if you're a practitioner, gives you a sense of how the flow of a "private session" goes. That is unique. I mean, how many people get to hear that. And not only that, as a customer, as a business owner, as someone who is trying to grow and expand, it gives you an opportunity to see that, you know, oh, there are emotional issues related to my business that I had not considered. But as I look at them, I see how much of an impact they're having on my life.

And over deliver to me, if you think about what does it mean to over deliver, and you look at the blocks that start coming up. What are your beliefs about over delivering? And you start tapping on those right now, you can see your business transform because people will feel the shift.

Instead of being a contracted person, especially in this day and age, right now everybody feels contracted, if you're one of the people that feels expansive, you're going to be more attractive to people who want to be expansive.

On the other side of this where we started, that balance of getting paid what I'm worth. If you start addressing the blocks there, that can allow the flow in because it's one thing to be generous, and it's another thing to be kind of, "No, no, no, don't pay me. I need to be generous."

**Carol:** Well then that's not a fair value exchange, which a lot of people are finally getting I think in our field, that you need to value yourself and your time, even when you're helping other people. And this idea of helping professions, we can't charge, is just that: a limiting belief. It's nothing more than that.

Do you hear any other common "yes-buts" of "I can't give that away" and "Rick, why did you give this away and how do you do that"? Is there any other common one you hear around overdelivering?

**Rick:** I think the big issue for people is that many of them don't understand how it can be done in a cost-effective way. For example, if you're trying to reach out to a thousand people but you're giving away 20-minute free consultations as a practitioner, to me, that's not scalable. You could be doing 20-minutes free with one person every week, and putting that out on your website and letting people get a sense for your expertise, for your heart.

Are you a very direct kind of person, or are you softer? There's nothing wrong with either approach. Are you playful or are you meditative? Nothing wrong with either approach, but it gives them an opportunity to put that out so one block can be, "I don't know what to do, I don't know how to do this".

**Carol:** And also not valuing what they do know. The number of people you and I have worked with where we can see what they have to offer, but they can't see it.

**Rick:** Right.

**Carol:** It's a different issue, but it goes hand-in-hand I think sometimes.

**Rick:** I'd like to do a little tapping on just whatever blocks someone has to getting out there and delivering more publicly, more freely.

**Carol:** Great.

**Rick:** Okay.

*(Starts at 11:59)*

**Karate Chop:** Even though I feel uncomfortable over delivering, it makes me so public, it really puts me out there. What if I don't get back what I need? That would hurt. I deeply and completely accept this conflict, and I am working toward clarity.

**Top of the Head:** What if I put it out there and no one shows up?

**Side of the Eye:** That would hurt.

**Under the Eye:** What if it costs too much?

**Under the Nose:** That would break me.

**Chin:** I need a way to do this that feels good.

**Collarbone:** I bet there's a way to do this.

**Under the Arm:** I'm asking for inspiration.

**Top of the Head:** I am opening to clarity.

**Rick:** Take a deep breath.

**Carol:** And in usual form, a limiting belief like I can't get out there, I don't have what it takes, I shouldn't, I mean all those limiting beliefs make us not very resourceful so we're not clear. So that tapping round is great for people to say, "Hey, you know, maybe I do have some answers inside."

**Rick:** If you take just one of those beliefs, and I threw a couple of them in there that I've worked with clients on, just do a round, a short round. You don't even have to tap for a minute, you'll start feeling more clear. If you're open to clarity, clarity will come. If you acknowledge the fears that are in your faith about doing this, you'll start shifting that. You'll take baby steps in the direction of relief and then baby steps in the direction of really being able to share your gifts.

And feeling comfortable with the fact that thousands of people may look at what you do, the few people that will appreciate what you do in writing, represent a lot of people that will have taken some blessing from you sharing what you do out there. And the people that are then attracted to a deeper relationship with you, they're rare, they're wonderful.

By rare, I mean we live on a planet with 6 billion people. Not one of us could enter into deep, deep relationships with a billion. But you can, through the ripple effect, affect many, many people. Over 5 million people have visited ThrivingNow.com since I started it. I know that that's a part of my mission, and the people that have sent me emails, who I've engaged with in little and big ways, I'm deeply grateful for.

To me, that's part of being over delivering and generous. And I'm very much feeling like the flow to me has been a blessing in return.

**Carol:** And in terms of balance, you feel the blessing and the flow of that, you haven't been too much on the free side. You haven't given everything away, and you haven't not given nothing away. So they're both extremes.

And you and I have found a way to say, well this feels right to give this away, and this I'm going to charge for. And we're in balance, but we started with emotional, or energetic balance on the topic. Well, we certainly got there anyway. And that's what people need to work on and feel in themselves, "Am I out of balance? Do I think it's nuts to give something away free when I have never done what Rick did with his video?" "Would I ever give away as much as Carol gave away?"

Why have feelings about that? Do I feel tight and stressed out when I think of that because there's "not enough" or am I all about, "Oh no, take everything and I'll give all free sessions and I don't help anybody." Or I help everybody without getting paid for it.

**Rick:** Well I've noticed I've done extended periods of volunteer work at times. I will say that when someone has engaged with you financially and is

actually exchanging energies, where they've engaged with you even through active appreciation, through email or putting the word out, there is a deeper connection. And to me that's an important milestone in a relationship.

When someone decides to become a customer, what they're really saying is, "I want to learn from you, I want you to co-create with me, I want to share in what you're doing at a deeper level." And with some people who feel uncomfortable receiving, there's a lot of tapping you can do to shift that so that you can feel comfortable with entering into that kind of relationship.

Because part of delivering is delivering. You're delivering your heart, your soul, your energy. And that's a drawing from you. What I've noticed is that as our businesses have grown, they've grown in a way that is organic, that feels comfortable. We're not out there trying to launch the big, big deal. We've been growing organically as our energies and our websites and our material has solidified.

And that's also a very healthy part of that balance, that dynamic balance to me between delivering, getting paid, putting information out there, putting energy out there. Anything else you want to add, Carol?

**Carol:** No, except that there are all tappable issues. The fear that there's not enough, the fear that you can't afford to over deliver, the fear that you don't have anything to offer. All of those are fabulous, tappable issues and it is so worth it.

When you were talking about it being such a blessing, your interactions with the clients and the flow, it is so worth it when you let go of the tightness around what's available and what you're giving out free. When you let go of that, new, brilliant customers just come your way. It's an exciting time to be in our field and to have our energy, and what we both had to learn about over delivering and keeping in balance at the same time.

**Rick:** And I'll just add, this does not apply just to information-based businesses. There are certain physical business that have storefronts and the like that really do over deliver on the experience and they benefit tremendously from that. You can apply this in any way that you want to be out there in the world. Thank you very much, Carol.

**Carol:** Thank you, Rick.

Thank you for listening to Tap Talk Radio. And if there is an issue you would like us to address in a future show, email us at [Ask@TapTalkRadio.com](mailto:Ask@TapTalkRadio.com).