



How much value does your work create for your clients?

That question is the core of the pricing issue! After all, your clients hired you for a reason: you're not just a warm body pressing keyboard keys. You're part of their business strategy. You're adding to their business. You're saving them money. You're helping them make more money.

The question is, how much?

When you want to set a new rate, your first step is to ask your client. Don't ask them "How much more should I charge?" because, obviously, they're in business for a reason.

Instead, ask them to describe how you help them. How you help improve their business. What you could change to give them even better results.

It takes guts, but it'll pay you back a hundred times over.

(Not only will you learn how to better explain why you're worth what you're worth — and more — but the clients you ask will start to see you in a new light, too!)

Hi! I'm always trying to improve the value I deliver to my clients. Could you tell me, how have I (my work) helped you...

- ⊗ create new business assets/products
- ⊗ improve existing assets/products
- ⊗ bring in/reach more new customers
- ⊗ make more sales to/profit from existing customers
- ⊗ decrease risk
- ⊗ increase opportunity
- ⊗ increase cost-effectiveness / cut costs
- ⊗ increase efficiency / helped you focus on your core skills
- ⊗ create a competitive advantage
- ⊗ increase customer happiness
- ⊗ reduce stress over workload or responsibilities
- ⊗ expand into new areas / markets
- ⊗ improve your company/brand's image

