How to Bring up Your Upcoming Rate Increase

The SERIOUS template

Dear {CLIENT},

I truly enjoyed working with you on { PROJECT } in 2010, and I'm delighted that you've chosen to keep me on your team {for NEW PROJECT } in 2011.

I wanted to let you know about my upcoming rate change: as of { DATE }, my hourly rate will go from from { $ } to { $$ }. My goal is to { bring an even deeper focus to every project / deliver even higher-quality work / do more of my absolute best work }, and raise my level of service across the board, for a smaller group of clients. That means you'll be able to { benefit from my extra attention and energy / work more closely with me / see an even higher level of quality }.

If you have any concerns about the rate change, I'm happy to discuss them with you.

Many thanks for your continued business & support. Here's to an exceptionally productive new year!

Turn the page for the casual template!

The FRIENDLY template

Hi there, {CLIENT}! I'm thrilled that we're going to continue working together in 2011, and I'm stoked to dig into {SPECIFIC PROJECT}.

I wanted to let you know that as of { DATE }, I'm raising my hourly rate from { $ } to { $$ }. My goal is to { be more hands-on / tackle each project with deeper focus & higher energy / deliver even higher-quality work / do more of my absolute best work } for a more exclusive group of clients { who really get it / that I love working with / that appreciate innovative/creative/cutting edge work}.

That means you! You're {one of} my favorite client{s}.

If you have any concerns about the rate change, let's talk.

Many thanks for your continued business & support. Onwards & upwards!

The Bottom Line

These templates will get you 90% of the way. Be sure to add extra personal details and, when you're being friendly, really tell your client how much you love working with them. (Except, of course, for clients you'd rather see go away!)