

It's About More Than Money: are you charging what you're

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**It's About More Than Money: are you charging what you're**

**By Angela Booth**

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Summary: Price takers and price makers. Are you charging what you're worth, or does pricing your small business services and products make you nervous?

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Last April I had a surreal experience with a popular women's magazine I used to write for.

An editorial assistant emailed me: "Sorry about not getting back to you sooner about article X. We'd like to publish it. What are your rates?"

My eyes lit up. "Money. You beauty," I thought. I may have chortled aloud. Possibly I danced a jig around my crowded office.

Unseemly glee, you think. You're right. I remembered that the check hadn't cleared the bank and focused on the task at hand. Negotiation.

I hit the Reply button.

Then my fingertips stilled on the keyboard. Eh? What did she mean, what are my rates? They know what my rates are. My rates are exactly the same as they've been since 1995. Or 1992. They're what this publishing conglomerate pays. They're standard across

all the magazines they own. They're going up, the editors promise. Next month. Next year. When hell freezes over.

What the heck. I typed happily, already deciding what I could buy with the money. Printer cartridges. Dog worming tablets. Maybe a new pair of jeans, even. "Your usual rates are fine. You paid me \$X for the 800 word Christmas article."

So a week later the assistant emails me to say they're not publishing the piece. They can't afford my rates.

Well praise the lord and pass the ammunition. The rates aren't going up. They're going down.

That day I decided that I was out of the magazine writing business.

In the magazine writing business, I was a price taker. I decided to saddle up for the happy hunting ground of copywriting, where I was a price maker.

=> Charging what you're worth

How much are you worth? You can't stay in business if you don't know. (If you're unsure how to set your basic prices, read Elena Fawkner's piece on the Web site, the URL's below in Additional Resource.)

However, there's more to pricing than setting your basic prices. If you have years of experience, offer fast turnaround, and are prepared to handle jobs on weekends, and overnight, you can charge more.

What if you up your rates, and your clients won't pay your

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increased prices? I promise you, if you up the price to what you're honestly worth (and you know this, you must, if you've been at your trade for any time at all) and you lose clients, you would have lost them anyway.

Who knows why clients bail? Paradoxically, I've lost clients when I lowered my fees, never when I upped them. Go figure. Maybe they thought my services were worth less because I charged less. The reason I lowered my fees was always because I liked that particular client, and wanted to do them a good turn. Which proves the adage that no good deed goes unpunished.

Nowadays I'm tempted to up my rates if I like working for a particular client.

==> Value adding--- your secret weapon, the proposal

A diamond is worth more than a lump of coal: you can charge more if you deliver more.

Proposals are my favorite value-adding tool. If you can see an area where the client needs some input, why not create a proposal?

Proposals cost little: maybe a couple of hours of research, and an hour to write. They're a supreme goodwill gesture. They show the client that you've been thinking about his business.

The worst that can happen is that the client says no.

If you're unsure about how to write a proposal, type "writing a proposal" into any search engine for loads of resources.

So, are you a price taker, or a price maker? If you're unhappy with what you're being paid, it will show in your work. For that reason, you must work out a pricing strategy you're happy with. And stick with it.

==> Additional Resource

If you're a newly independent creative, or want to brush up on your pricing skills, check out :

<http://www.digital-e.biz/articles.html>

This is Elena Fawkner's excellent piece called: "Pricing Yourself to Get and Stay In Business".

\*\*\*Resource box: if using, please include\*\*\*

When your words sound good, you sound good. Author and copywriter Angela Booth crafts words for your business ---- words to sell, educate or persuade. Mailto:ab@digital-e.biz

Web: <http://www.digital-e.biz/>

\*\*END\*\*

Author and journalist Angela Booth writes copy for businesses large and small.

## **Battery Chargers; What To Look For, What To Avoid.**

**By Tyson J Stevenson**

Batteries, or dry cells are manufactured to supply steady and uninterrupted D.C power to different modern day gadgets that run with electrical energy. Batteries are generally lead-acid cells. Over 15 billion are produced every year and are sold worldwide. Many of these are alkaline-batteries which are discarded after being used for a single time. But there are also some which can be charged again and again after every use and are known as "rechargeable batteries". These should be kept at fully charged condition so as to meet the D.C. power demand whenever needed. Therefore suitable battery chargers are required to charge those types.

The different types of battery chargers are:

1) Medical 2) Automotive 3) Commercial 4) Industrial

These may be stationary or portable.

These rechargeable batteries are of high capacities. Rechargeable batteries, like Nickel-Metal Hydride (NiMH) or Lithium-ion (Li-ion) batteries can be charged several hundreds of times and last far longer period in high drain devices.

By using these repeatable charging batteries people can save tons of money. When the charge goes down below a certain level it stops supplying D.C power to electrical instruments, then the battery needs to be charged to regain its capacity of supplying D.C power. Low quality chargers can even damage batteries and shorten their lifetime. The charger takes current directly from electric lines and induces the electric charge into the batteries.

The charging of these depends on different factors such as its capacity, its age, its initial charges, etc. Different chargers vary widely in this matter. There is a tendency of generating heat during the

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charging of rechargeable batteries which is one of the most commonly cited factors for the damage of these battery. The heat mainly generates due to the internal resistance and chemical reaction of the rechargeable batteries. Excessive current can also damage the battery after it is fully charged.

There are some automatic chargers which initially charge at a very high rate and continuously monitor the cell voltage to reduce or shut off the charging when the battery tends to charge fully. The battery chargers can take 1 hour to 8 hour of time for charging depending upon the design and ratings of these chargers. There are also different visual indications like LED on the battery chargers. These indicators indicate that the rechargeable type batteries should not get overcharged and help them preventing them from overheating.

Nowadays there are wide applications of rechargeable styled batteries. These types are even used in power generating stations as a substitute of D.C current and emergency Lighting System. They are also used in vehicles like cars, trolleys, bus, etc. There are also some battery driven cars which run on streets completely based on battery–power and not on fuel.

The use of rechargeable batteries can also be found in laptops, iPods, cellular phones, electric wheelchairs, etc. Therefore suitable chargers are essential for the charging of these re–chargeable

batteries.

Tyson J Stevenson creates useful articles & reviews on a wide variety of everyday subjects. Expect to see his name often. View further samples of his work at

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