

Raise Your Fees Overnight!

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Raise Your Fees Overnight!**

**By Kimberly Stevens**

**Raise Your Fees Overnight!**

by: **Kimberly Stevens**

Do you want to make more money?

Yes, I guess that is a rhetorical question. Everybody wants to make more money, but oftentimes we are not willing to do what needs to be done in order to make it.

For example, I'm not willing to work an 80-hour per week job to double my income. I have a husband and a 1 ½ year old son – I want to spend time with them. I want to take vacations and visit my parents on the weekends and host dinner parties for my friends.

I am not willing to swindle little old ladies to make more money, nor am I willing to lie, steal, or be otherwise dishonest. I am not willing to work for a boss that demeans me, nor am I willing to work in an environment that is discriminatory, unfair, or just plain dull.

So, putting all those things to the side, what AM I willing to do to make more money?

I AM willing to develop products and services that business owners want and need. I AM willing to work regular business hours Monday through Friday with some evening/weekend work when needed. I AM willing to face my fears and try new things to market my business - like public speaking and approaching big joint venture partners. I AM willing to listen to my clients' feedback. And, I AM willing to ask for what I'm worth.

In a service business, that last one is key. Believe me - if you don't ask for it, you won't get it. So how do you figure out what you're worth?

It sounds like a relatively direct question that has a "right" answer, but it is not. Worth is a value judgment that you, your prospects, and your clients make independently.

## Raise Your Fees Overnight!

You might think your services are worth \$60/hour, and by choosing to hire you, your clients are saying that they agree that you are worth that amount. But, what if you raised your rate to \$120/hour? Would they hire you then?

How about those prospects who choose to go with someone else, even when you are offering your \$60/hour rate? They obviously don't think your services are worth \$60/hour. So, who is right?

The answer is - everybody is right. Each one of us has our own unique set of criteria for determining the value of any offering. We evaluate every offer we are made using that criteria whether we are consciously aware of it or not.

So, in evaluating your worth, let us start with what you are charging now. How did you come up with that figure? Did you pick it out of the sky? Did you find someone locally who was offering a similar service and find out how much they were charging? Did you do extensive research to determine the

national, regional, and local average hourly rate for your industry?

No matter how you came up with your currently hourly rate, do not forget that you are the one - the only one - with the ability to increase it. No prospect is going to say, "I know you usually only charge \$60/hour, but I was thinking of paying you more along the lines of \$85/hour. Would that be okay?"

And, no client is going to call you at the end of the year and say, "I was thinking - you do such a great job for us. We would like to start paying you \$100/hour starting on January 1 just to show you our appreciation." It just ain't gonna happen!

I was reminded of the importance of this message when I talked to Alexandra last Thursday. Alexandra owns a leadership development company providing team-building workshops for mid-sized corporations. Instead of charging an hourly rate, she charges a daily rate of \$1,500.

Prior to starting her own company, she worked for another small firm delivering similar programs. Only when this other company sent her out on jobs, they charged the client \$4,000/day.

Yep, that is right. Same workshop - \$2,500 more.

Now, how could this be? A client that would pay \$1,500/day for her services might have been willing to pay \$4,000/day if only she had asked?

Now, perhaps, the firm she worked for had built up some brand recognition that Alexandra did not yet have when she went out on her own. But, the bottom line is, there were companies out there willing to pay \$4,000/day for her skills. It was just a matter of who was making the offer and how the offer was being presented.

So, the real answer to 'what are you worth?' is a combination of how highly you value your own abilities, how confident you feel in communicating that value, and how well that value meets the needs of a specific market.

## Raise Your Fees Overnight!

If somebody is willing to pay \$120/hour for your services, you are worth \$120/hour - to them. Are there enough `somebodies' to generate a sufficient income for you? That's what you need to find out.

Take a look around your marketplace. If you market to a local audience, look at your competitors' newspaper ads, press coverage, web sites, etc. If you market to a national or international audience, do your research online. Make some phone calls posing as a prospect, if necessary.

How much are they charging for services similar to the one(s) you offer? How do they present the service's benefits? How do they package the service offering? How do they position their company as a whole? What can you learn from the companies that are charging more for providing the same service you provide at a lower rate?

After you have done your research, take some time to re-evaluate how you are packaging, positioning, and branding your business. Then, determine if you can deliver the value that warrants raising your rates.

If you want to make more, you have to ask for it!

Kimberly Stevens is the author of the ebook series, *\*The Profitable Business Owner: A Step-by-Step System for Starting & Running a Successful Service Business\**. Download Sample Chapters & get her free MiniCourse, *\*The 10 Most Common Mistakes Business Owners Make & How To Avoid Them\** at:

### **How To Realistically Set Your Fees – Part 5**

**By Sue and Chuck DeFiore**

#### How To Raise Your Fees

There comes a time when it is inevitable that you must raise your fees in order to maintain both your profit margin and income level. You will find that the greatest resistance to this comes from your oldest clients.

There appears to be a direct correlation between the length of time a client is with you and the amount of outrage they show to your rate increase. This article will discuss the types of clients and how they usually react.

Keep in mind, no matter how you raise fees, how you approach telling clients or amount of lead time you give them, you will lose some clients. This is a given. I have found over the years that a very high percentage of clients lost are those that I'm not crazy about working with anyway. It's worked out, for me anyway, that these former clients who complained the most about your fee increase, were responsible for 85–90% of the aggravation I encountered.

Clients are attracted to you for a variety of reasons. We would all like to think that it is because of our brilliant promotional pieces, our award winning designs, outstanding service, etc. The reality is that

## Raise Your Fees Overnight!

many clients are using your services strictly because of price. I refer to these clients as price loyal. They are loyal to whomever has the lowest price. This type of client is not particularly sensitive to quality of work or level of service you provide. They go strictly with the lowest price and if you have the opportunity to examine how they run their business, you see it operates on this principle. For me anyway, this type of client is no loss.

There is a second type of price conscious client that is concerned with the quality and type of service being provided to them. You may lose this type of client with a price increase, but you'll find that they will be very apologetic about it. These clients truly can not afford the higher rates. They are usually a dream to work with, and I hate to lose them. In this situation, I will try a number of ways to keep them.

Your newer clients usually react in a more neutral manner to a rate increase. They haven't been with you long enough to get a true baseline on your fee structures. You stand a very good chance of keeping these clients if the reasons for the rate increase are explained to them and not just dropped on them.

I find that I lose about 5–6% of my clients when I raise my fees. Usually, I suffer no income loss because my higher rates absorb their loss. Remember, the bottom line is you are selling your time, you must make the most efficient and profitable use of it. If your rates stay around market level, you should have little or no trouble finding new clients.

Copyright 2003, DeFiore Enterprises

Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 17 years, and we can help you too! To see how, visit

for the latest FREE tips

and tricks, educational products and coaching in creative real estate investing and home based businesses. No time to visit the site? Subscribe to our FREE "how to" Home Business Solutions Digest, it's like having your own personal coach:

Related Content:

How To Realistically Set Your Fees – Part 5  
Home Refinancing For People With Bad Credit – How To Avoid High Fees  
Bill Consolidation Company - The Best Time To Consolidate Debts  
The Disadvantages Of Reverse Mortgages  
How to Gather Equity Loan Information

Read more Content at

Related Products:

Raise Your Fees Overnight!

PodCast Teleprompter  
Instant Cover Graphics!  
Web Audio Plus Software  
Smoothies for Athletes  
Inside The Minds of Winners

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**