

Beyond the time barrier

A few months after his café meeting with Karen, Steve got a call from one of his connections at the health company who wanted to introduce him to the CEO of an environmentally friendly construction start-up. A week later, Steve met with the CEO and had a conversation about how he could help. He essentially interviewed the CEO to understand the problems he faced, to become intimate with the pain he was experiencing. That eventually led to a discussion about the need to transform the company's website into a marketing and selling engine. Steve then told him about the impact his work had had on the health start-up. It was his first real chance to parlay that success into something equally promising, but this time he had no intention of selling himself short like he used to.

A few days later, Steve was back at the construction company, sitting across the boardroom table from the CEO. They had just reviewed Steve's proposal for a project where the fee was \$30,000. If the CEO signed the check for the 50% deposit fee of \$15,000, Steve's annual income would leap into the six-figure range for the first time.