

“Maybe ten minutes of your time?”

Steve nodded.

“But I’m sure your program had value to your client that wasn’t captured by the price of those ten minutes,” Karen said. “Let me share with you how I handle something like that.

“I have a turnkey e-commerce solution that I spent years building. I threw all the genius and creativity I could muster into it so I could help my clients increase their revenue. It’s proven to do just that—usually by a minimum of 15%. Because it’s so powerful, they want it as soon as possible. I can install it in a couple of hours and right away it starts having an impact. Would it make sense for me to charge two hours of installation time? Hardly. It has significant value to them, so the price they pay is based on what it’s worth to their business.”

“That makes sense,” Steve said, “but I still want to know what you do when you have to spend 25 hours one month on a client you’re only charging \$500?”

“I do what it takes,” Karen said. “And yes, that situation has happened before. But those cases are