

“My other two options included extras like daily reports to help the client make timely business decisions. Something like that might be worth tens of thousands to the client, so I set the price based on that. By the way, the client chose the top package for \$125,000.”

“Wow,” Steve said. “One of those would make my year. And you’re right, I probably would have just updated the look of their site. But if I’m being honest, some of the value you add for your clients is beyond me right now. It’ll take me a while to do what you do.”

“You’ll get there someday. But you’ll also pave your own path and do things your unique way.”

“But how different could I really be?” Steve asked. “We’re both designers trying to help our clients in similar ways.”

“Not really,” Karen said. “I’m trying to help *my* clients, and you’re trying to help *your* clients. My clients are different from yours.”

“I’d like to have your kind of clients,” Steve said. “Isn’t that what I should be shooting for—the kind of big clients you work with?”