

be able to find the money, perhaps from other areas of the company that will benefit.”

Bye-bye, vicious cycle

“Yeah, but that’s not really going to happen with a lot of the clients I’ve been dealing with. They’re grinders.”

“True,” Karen said. “Clients that hammer you on price are unlikely to see the merits in this approach, but honestly, you don’t want them anyway. They’re a headache and all they do is lead you to more low-quality clients. It’s a vicious cycle that keeps your business from growing. But when you start working with clients who want results and want to invest in themselves, they’ll refer you to other high-quality clients. Good clients beget good clients, which helps you move upmarket.”

The alarm on Karen’s smartphone went off. She glanced down at it. “Speaking of clients,” she said, “I have a lunch meeting to head off to.”

Karen took a last sip of her coffee and stowed her tablet in her handbag. “I’ll end our conversation by saying that it all starts with you and how you see yourself. When you change how you see yourself, your