

“There are all types of big clients out there,” Karen said, “and they’re not all the same. I work with a certain type of client who values the services I offer. I don’t go for just any big client. I look for a fit.”

“Okay, but I guess my problem right now is that the clients I’ve been working with need only small projects.”

“A value-based approach can help you build stronger relationships with your current clients as well as find other clients who need your help with bigger projects.”

“How?”

“By looking inward.”

“What do you mean?”

“When you have an exploratory conversation with your client, you’re getting to know them at a deeper level. But you’re part of the relationship too. And getting to know yourself in a deeper way is just as important. You want to consider all the ways you can contribute to the relationship. Sometimes that means tapping in to abilities you aren’t using, or developing new skills. In healthy relationships both parties are growing.”