

awesome results they can expect from my project, they become emotionally involved. They're eager to make those results come true. They're inspired to act now. They don't really want to put things off to price shop. Acting soon is good for you, but also for the client, because the quicker they act, the quicker they get the great results they seek."

6. Lets your client make an informed business decision

"Which brings us to my point about offering clients more than just one option. When I present my proposal it comes like a menu—with options that have distinct prices. The choices address their business needs and goals, and offer solutions at various depths. I won't haggle on price. If a client wants to pay less, they have to choose to have less delivered. That puts them in the driver's seat where they can make an informed decision, one where they are clear about the trade-offs.

"By contrast, you ask your clients to choose your price or not choose your price. That kind of yes-or-no choice is more likely to result in not going ahead than a choice between various valuable options. And