

clients will change how they see you. You won't just be an expense to them and they'll never have to wonder if you're running out the clock. Instead, you'll be the partner they are investing alongside to deliver results for their business. You'll be working on the same side of the table and you'll be building a relationship that is mutually beneficial."

The server came and dropped off the bill. Steve went to grab it, but Karen snatched it up.

"You have to let me pay for it," Steve said.

"No. Please let me treat you, Steve. Years ago I was sitting where you are, across the table from someone who enlightened me about the best way to price and position my services. Sharing what I have learned with you, and picking up the tab, are my ways of saying thanks to that individual who helped me when I needed it. It's my way of paying it forward."

As they walked out of the café, Steve said, "I'm still absorbing everything, but I'm committed to changing and I have a feeling I'll look back on this conversation as one of the most important of my life."