

out his solopreneur journey, which he did over the clatter of coffee cups that surrounded them.

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When Steve was done she gave him a one-word verdict: “Pricing.”

“Pricing?” he asked.

She nodded as their coffees arrived. “Well...pricing and positioning. From what you’ve told me, it sounds like the way you think about pricing is holding you back.”

“In what way?”

“If someone wanted to know what exactly you sell to your clients, what would you tell them?”

“My services. Web design.”

“How do you charge for your services?”

“I charge them a fee based on my hourly rate.”

“Then aren’t you really selling hours?” Karen asked.

“But I use those hours to design websites.”

“Do those websites have any positive impact on your clients?”