

sale, you're out of business. But slow stretches happen to everyone. Trust me, I know. I've had my share of droughts over the years. They are not fun, but they are to be expected and nothing to be ashamed of. But because I charge value-based prices, instead of cost-plus prices, I give my business the margin of error our profession demands."

"I'm following all that," Steve said, "but dollars are dollars, and you're obviously implying that charging value-based prices will be more expensive to the client. I certainly want to make more money, but I know my clients want to keep their costs down. So I don't understand why they would pay \$20,000 to you to design their website when they could hire me to build the same site for \$2,500."

"Ah," Karen said, "but I wouldn't build the same website as you."

"But earlier you said that I would charge \$2,500 for the same project you would charge \$20,000."

"I didn't actually say it that way." Karen took a sip of her coffee. "I essentially said you would charge \$2,500 to the same client I would charge \$20,000. That's