

“In that conversation I’m probing the client for information. I want to know the pain they might be experiencing, the problems they want to solve. I’ll probe on what their dreams are,

their big goals. A lot of the time, clients aren’t clear about what problem they want solved or what their objectives are. If they can’t define success or establish ways to measure success, then pricing is guesswork. That’s not good for either of us. Both of us should know that the price they are going to pay makes sense based on the value they can expect from my services. So I’ll keep nudging that conversation forward until we get some clarity. In an ideal world, the client can express what they’re trying to achieve in a dollar figure, like revenue. Or cost saving.”

Steve said, “Some of my clients might be able to measure value in dollars, but sometimes they just want a website that helps build their brand. What do you do in situations like that?”

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*“The best thing I can do for the client is to help them explore what they want.”*

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