

a website. If that's the case, I'll tell them there's not much reason for us to pursue a working relationship. They appreciate that kind of honesty. In most cases, though, we're able to establish how valuable the website is to them."

"So, do you give them a price at the end of the meeting?"

"In a word, no. I will do it very rarely, and only for small jobs. Instead I tell the client I'll go away and work up a proposal. That proposal outlines the scope of the project and includes some options, each with its own value and price."

"You quote more than one price?"

"I do."

"Why is that?"

"Because that's what's best for the client."

"How so?"

"Having an exploratory conversation with your clients leads to a number of benefits for them. I've actually found seven kinds of value over the years. I write them