

Top 10 Takeaways

- 1 Raising your fees is one of the **fastest and most effective ways** to boost your income.
- 2 You have to deliver **excellent quality of service** to your clients to raise your fees confidently.
- 3 The biggest reason to raise your fees lies in how it will **impact your mindset**. It will create a “new normal” that will permeate every aspect of your business and personal life.
- 4 **Positioning** is critical to raising your fees. “I’ll write anything for anyone” is not good positioning and will make it very difficult to raise your fees.
- 5 You can raise fees for new clients and existing/dormant clients. But these two groups require **different approaches**.
- 6 When you raise your fees for **new prospects**, you’ll create a disparity between what you’re earning with existing clients and what you’re earning with new clients. This will motivate you to increase your fees for existing clients.
- 7 Often, it’s better to **let go of lower-fee clients** than to try and raise their fees enough to bring them in line.
- 8 With **existing clients**, you can use a blanket approach, spot approach or combination.
- 9 With a **blanket approach**, you raise your fees annually.
- 10 With a **spot approach**, you raise your fees for clients with whom you’re severely underpriced.
- 11 When raising fees for existing clients, think of it as a **conversation**, not a confrontation.