

Preparing for Client Negotiations: The Worksheet

1. Find Out Your Client's Goals and Problems

Your Client's Main Goals	Other Goals

Your Client's Main Problems	Other Problems

2. Measure Your Impact

Step 1: Gather Specific Positive Feedback

Date	Positive Feedback (Direct Quotes)	Context (Why were you given this feedback?)

Step 2: Gather Concrete Outcomes You've Accomplished

Which services have had the most significant positive impact on your clients' businesses?	How would you measure that impact quantitatively?

3. Build a Strong Case for Your Rates

Your Client's Goal/Problem	What skills, experiences, and traits do you have that can contribute to this goal (or solve this problem)?	What would the client's business look like as a result of achieving this goal (or solving this problem)?

4. Build a Strong Case for Your Rates

“In our previous conversations, you’ve mentioned that you want _____
_____.”

“I know I can help you with that because I have a track record of _____
_____.”

“In fact, you’ve even said the following things about my work _____
_____.”

“Once I’ve helped you achieve this goal (or solve this problem), your business will

_____.”

“To get to that point, the investment in this project would be _____.”

“How does that sound?”

5. Prepare Yourself Against Possible Objections

Possible Objection	How will you address the objection?