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Are You Asking for Enough? How--and why--to ask for more.

By Cynthia Ramnarace
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Stop being all things to all clients.

When [business coach Nancy Butler](#) first started her financial planning business, her goal was to deliver great service that met all of her clients' individual needs, "regardless of the amount of money I earned," Butler says. As a result, "I realized that I was doing much too much work for most of my clients and no longer being paid fairly for it." So instead of providing everything for one rate, Butler came up with a "menu" that included budgeting, retirement planning and college funding and allowed clients to pick and choose what they wanted—and then pay accordingly. "When adding up the cost for each service it almost

always came out to more than their current fee," says Butler. "Within a short period of time my work load decreased and my annual income went up dramatically. Everyone was charged fairly and I was paid fairly for my expertise and time."