

Asking For & Being Paid

Asking For Payment

Actually putting a Value on your own head can be challenging. Just as much as I see would be consultants focused too much on themselves and 'selling'. Meaning they're focused on being paid rather than Value.

I also see the other side of the coin a lot. In fact, even though the two may sound diametrically opposed. I see both in the same person! They want the client to say they want them and to offer to pay them. Rather than the consultant being comfortable with determining their own value and following through on that.

So this document is about YOU Valuing yourself!

I know from personal experience, when I moved out of the corporate world and having been trained in the US as a Corporate Coach, I was freaking out about actually charging for my services!

Freaking Out!!!

Here I was a 6 figure income earner in the Corporate world, and I just did not feel confident in putting a price on my head to a business. Even though I knew I was a good coach.

So I know first hand how scary it is.

And being scared is not going to see you being paid. In fact if anything it will see you be taken advantage of!



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Yes, unfortunately it is a human instinct to take what we can for nothing. A minority will do the right thing. However the majority think: 'if I can get it for nothing, I'll grab it with both arms'.

And to add insult to injury, people don't tend to value what they get for free!

So if you don't charge, not only will you be out of pocket, you also will not be respected and valued by the client.

I have had many students tell me their pro bono woes (we've all done the pro bono - think of it as a confidence builder, but NOT a mandatory), where they give someone free online marketing assistance. And then that 'client' expects more and more for nothing.

In fact those students, as I know myself, will also say...a paid client is an easier client.

As with a paid client we have set clear boundaries of what they are receiving for their money (I hope you have set these boundaries!). Whereas with a pro bono client, they seem to hear that free means that everything is free and they can keep on asking for more. A way around it is to have set clear boundaries up front. However I have seen that even when I've done that, they still come back with their hand out.

A client who is paying, knows if they want more they need to pay for it. Particularly when you have been clear upfront that \$X gets them Y.

So you are shooting yourself in the foot if you don't Value your own Services.

Then how do you ask to be paid?



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The answer is as simple as the question. You ask to be paid!

And you are proactive about that.

Here is an example conversation as a guide on how to approach it. This is a direct replica of a conversation I had recently with a prospect who became a client:

YOU: What would you like to do next? Is this something you'd like to go ahead with?

Client: Absolutely. It sounds great, and I'm keen. When can we start?

YOU: We can start as soon as I receive the first 50%. If you'd like to go back to that page in the proposal. For Stage One, it requires a 50% deposit. As soon as I receive that payment, I will begin working on the project. The final 50% is due within 7 days of completion.

Client: How long do you think it will take to complete? (pause) I'm asking not because I want to rush you, I just need to manage the cash flow.

YOU: Once I get stuck into this project and have sat down with you as a client, and got a clear idea of your exact requirements for the website, I will be in a better position to give you a better timeline. Typically you could expect the website to be completed within 4 to 6 weeks.

Client: Fantastic. That works well for me too!

That is pretty much word for word the conversation I had with my latest client!



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Again, every consultant's situation is unique. Granted.

See how I very clearly closed the deal asking them what they would like to do next, and specifically asking if they'd like to proceed.

AND I also mentioned terms very clearly. Tying it in that I do not lift a finger (after already provided tremendous value, which involved time and due diligence into the business my end - unpaid, but my investment into securing the client) until I receive payment.

That is why you want to offer so much value upfront. As it matches the value you must have for yourself.

Someone will not value you, until you've demonstrated value to them AND value to yourself.

I hope you have taken on board, that I have rarely used the word 'sell' or 'selling'. It really is about VALUE. And it is Value that will make you money. That will make you six figures per annum plus if you are determined about it!

Ways To Receive Payment

My preferred method for clients within my country of residence is EFT straight into my bank account.

I have a business bank account. And I have a Business Number with the Tax Department. I trade as a sole trader. How you trade depends on your own Accountant's Advice.



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For clients that are International. I invoice by Paypal, and I create a video to show them how they are to pay me by Mass Pay in Paypal. I will also send them the .txt file so that all they need to do is upload it.

I will also send a video of how to create a Paypal account.

I used to have a Merchant account, and found that the EFT and Paypal methods were easier and less costly.

I have trained clients not to pay via Check, as I found delays with that method with their accounting departments and when they distributed checks. It has been 8 years since a client has ever paid me by check!

How you structure it will depend on your country of residence and what your Accountant recommends.

The key thing is that you do set up a Payment system!

