

## THE 5 STEP ANSWER TO 'HOW MUCH DO YOU CHARGE?'

<b>Details of Prospective Client</b>  Name:  Date:  Requirement:	<b>1. WHAT's important to them?</b>	<b>2. WHY is that important (what's the value/impact of this goal or problem)?</b>
<b>3. HOW I can deliver what's important/valuable to them</b>	<b>4. My fee in the CONTEXT of the value of the goal/problem</b>	<b>5. INVITE to the next step (what, when, where, how)</b>



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