



THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 4 min 55 sec

Good Morning, my lovely Bookworm!

How do you respond when a potential client says you're too expensive?

If you've been in book publishing, the creative industry or any other service-based business for a while, you've likely heard prospects tell you that you cost too much for them.

So it happened again to me a few weeks ago...and as I'm always open to hearing from new strategic partners – the project sounded interesting to me – until we got to my fees.

Ah, the complete guide to producing and marketing a book...in one hour...I've rarely seen this working out.

Clients with projects in the early phases are often unclear about their direction and may or may not have the capacity and funding to fully realize their plans.

This isn't the sweet smell of victory, eh?

These sorts of experiences might lead you to second-guessing yourself, your business, your services and put a lot of extra stress on you.

So what do you do?

Today I'll show you the 3 most effective ways I've learned over the years on how to respond without making an enemy.

Don't fear being labelled "expensive" if your pricing fits the market you're serving.

If you price your services effectively for your target audiences and can prove your value to your prospective clients, you'll be successful.

Keep in mind: Not everyone is going to like, understand and value what you have to offer. And not everyone is your customer.

TBH, most people who'll contact you through your website, social media and other channels aren't part of your ideal audience.

People are in a hurry and just scan or skim your webpage looking for highlighted keywords, meaningful headings or a scannable list and fully ignore the rest.

Did you know, that less than 20% of the web text content is actually read on an average web page?

Know your worth.

The "It's much more than I expected." response has nothing to do with you, your work and the quality and value of your services but everything with how a potential client perceives it, especially, when they cannot understand something about your services.

How much does it cost to produce and market a book? Expenses can easily reach as much as €20,000. And now ask yourself: How much will it cost you to do nothing or without the help of someone who's been there?

In the past were a few chaps who I worked for at a lowered fee – I have either traded services (I bartered for equivalent services) or we have made alternate arrangements.

Also, I have stopped to „hop on a quick call“, because what you consider a quick intro chat will often turn into an hour – only to get free advice from a pro so they can go off and try to do the job themselves.

At the end of the day, you're worth what people are willing to pay.

How to handle objections?

When a prospect presents the "too expensive" concern, you can use one of these 3 options to respond to that potential client who thinks you're too expensive:

- #1 Educate the prospect on why you're worth it.
- #2 Offer a little less if the prospect tries to negotiate a lower price.
- #3 Say 'NO' in an act of kindness if the prospect can't afford your

services.

Consider when replying:

- be quick
- be polite
- don't lie
- don't apologize
- give a reason
- give an alternative

#1 Educate the prospect on why you're worth it.

First, acknowledge the cost of your services, and assure the prospect that you're offering great, reliable and measurable work.

Explain why you're qualified to charge the amount that you charge by giving examples of the results that your past and current clients have seen after working with you.

Ask: **"How much research have you done on what a typical investment is for a service like this?"**

Finally, give the potential client an easy option to walk away, but you don't back down on your pricing, putting the ball in their court.

#2 Offer a little less if the prospect tries to negotiate a lower price.

Again, acknowledge that you're not the cheapest show in town, but don't back down from your pricing.

Instead, you offer an alternative that meets your potential client's main goals and needs (the important stuff from the client's perspective) while removing anything extra that raises the cost but doesn't really change the overall effectiveness of the project.

Use your best judgement, and don't be afraid to discuss what the real priorities of the project and services are. (This can be tricky when the prospect doesn't know what he/she/e really wants.)

#3 Say 'NO' in an act of kindness if the prospect can't afford your services.

Because a prospect says you're too expensive for them, doesn't mean what you have to offer is not valuable.

Maybe, it's not valuable enough to that potential customer, or not valuable to

them right now.

Saying “no” to others isn’t always easy. But, saying “no” doesn’t limit your opportunities — it opens you up to the right ones.

Challenge yourself!

Let the prospect know that if he/e/she’s ready to invest in the future, you’re ready to work with her/him/em.

Staying firm on your pricing tells clients that you are worth what you’re asking.

And remember — These options need to be adapted to fit your own situation and level of professionalism.

Whether you strive to avoid conflict, appearing rude, burning bridges or missing that once-in-a-lifetime opportunity...it isn’t always easy to respond to that.

But it’s a message that can be delivered with kindness and compassion. It’s not just about the words you use, but how you say them.

Wrap up

Make it clear you’re not willing to haggle your prices. Standing firm re-enforces the value and expertise you provide.

I know it can get really frustrating when you see other entrepreneurs charging higher rates than you. But here’s the key point – it isn’t the only way to judge the value of their services.

A pro carefully considers the solutions they provide to their client (custom solutions). And to understand what your clients will value, you have to understand their needs first.

It doesn’t matter if it takes 1 hour or 1 year – if the solution meets the client’s needs, solves their problems and exceeds their expectations.

Want more?

Read (or re-read) these [**LOVE LETTERS TO BOOKWORMS**](#) on my website:

[Target Audience...What’s That? Be Careful Who You Talk To: How To Create Super-Targeted, Relevant Messaging For Your Dream Audience](#)

[How To Set And Achieve Your Annual Goals: The Step-By-Step Method For](#)

[Going From Starving Creative To Thriving Creator](#)

[What they don't teach you: The Good, The Bad And The Mean Requests For Proposals \(RFP\) — And How Not Come Off As Desperate](#)

[To Pitch, Or Not To Pitch, That Is The Question: Why You Need To Do Business During A Global Crisis](#)

With endless love, 💖
xoxo Claudia

P.S. Are you...

- a burnt-out entrepreneur
- a time-strapped employee or
- an overwhelmed creative?

What would change in your life if you could wave a magic wand and instantly have the toolkit to manage your business & branding globally like a pro?

Would you...

- build the outstanding & sustainable business you've been dreaming of?
- exercise on the regular?
- spend more fully present, quality time with the people you love?

THIS — can be your reality when you unleash your inner **Foreign Rights Hero**.

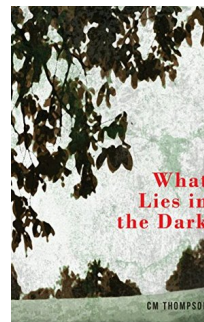
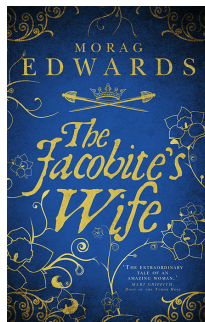
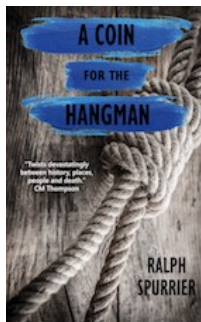
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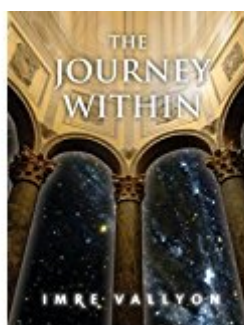
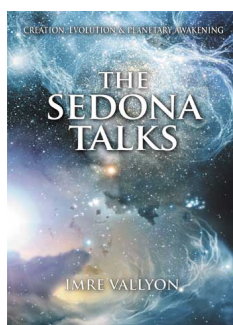
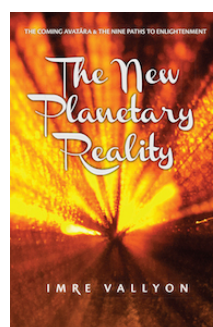
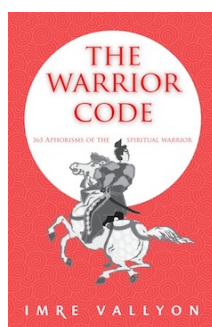
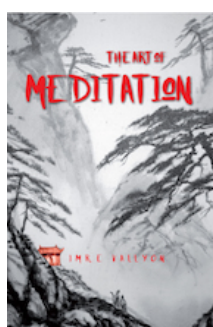
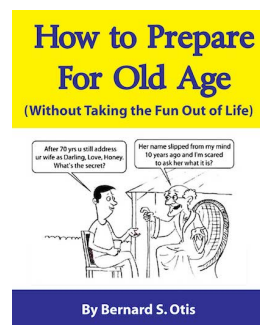
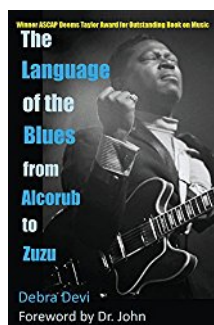
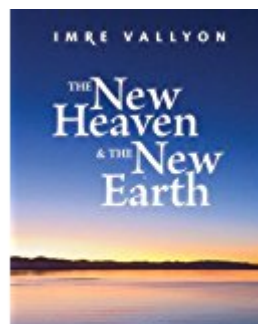
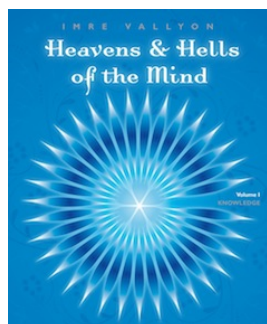
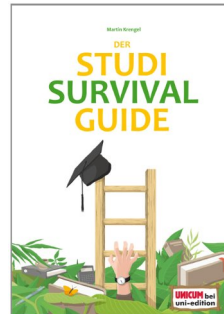
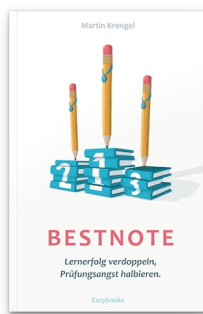
More soon :)



P.P.S. Pssst! My [RISE & SHINE Foreign Rights & Licensing Representation](#) is only open for four weeks, so [hop on my list now](#) and I'll make sure you're the first to know when the **doors swing open on Friday, October 1st!**

[Click this link](#) to save a reminder to your calendar & you'll make sure to send in your awesome works as the door opens.





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