

21/401

When you want to tell existing clients your rate will be increasing—but you’re scared to death they’ll be mad at you / throw Play-Doh / never talk to you again / stage a mutiny.

Response: The Straight & Narrow

notes:

Hi, <Person>!

I've been thinking of you, and wanted to send over a quick email to say thank you for the work we did together in <month>. I hope you're loving <insert part of the project you're proud of>.

As a courtesy, I also wanted to go ahead and send over my new rates for your records. (It's such a blessing to be in demand!)

Just so you're aware, the change won't take effect until <insert date>, but in the meantime, as an expression of gratitude, I did want to extend you the current rate for any work you'd like to book now through <insert date>—even if we don't begin the work until later.

Would you like me to pencil you in?

<You>

<Attach rate card to email.>

This provides a reason for a rate increase, without sounding obnoxious, which will feel more reasonable to a client than simply telling them you'll be charging more next month.

You're framing the request for work as an offer of consideration. They feel in control, which pays off tenfold for you (and your billfold).

This is optional. You may not want your clients to be able to pop into your inbox at any given time, throwing a sudden kink into your schedule. But if you can put some parameters around it, it can be a good way to get some cash flow in the door now...even if you can't accommodate it until later.