

How Much Will Clients Pay?

Ultimately the client determines acceptable fee ranges. The factors that determine how much a client will pay fall into two categories. The first is you, the consultant: your level of expertise, time in consulting, stature in the profession, name recognition, and the area of expertise. The second is the client: the industry, the size, location, demand, and reliance on consultants in the past. I've worked with consultants who have charged as little as \$200 per day and with those who charge as much as \$35,000 for a one-hour presentation.

To determine whether you will charge at the high end or the low end, compare the following pairs of descriptions and put an X by the one that most closely describes you and your potential clients. This is certainly not a foolproof way to determine what you will charge. It does, however, give you more information.

My Consulting

- | | |
|---|---|
| <input type="checkbox"/> Expertise in high demand | <input type="checkbox"/> Minimal demand for expertise |
| <input type="checkbox"/> Over 20 years in industry | <input type="checkbox"/> Under 10 years in industry |
| <input type="checkbox"/> High name recognition | <input type="checkbox"/> No name recognition |
| <input type="checkbox"/> Area of specialty rare | <input type="checkbox"/> Specialty readily available |
| <input type="checkbox"/> Published work is well known | <input type="checkbox"/> No published work |

My Clients

- | | |
|--|---|
| <input type="checkbox"/> High-paying industry | <input type="checkbox"/> Low-paying industry |
| <input type="checkbox"/> For profit | <input type="checkbox"/> Non-profit |
| <input type="checkbox"/> Large companies | <input type="checkbox"/> Small companies |
| <input type="checkbox"/> Large city | <input type="checkbox"/> Small town |
| <input type="checkbox"/> Coast locations | <input type="checkbox"/> Mid-west |
| <input type="checkbox"/> High use of consultants | <input type="checkbox"/> Minimum use of consultants |

Total _____

Total the Xs in each column. The more Xs in the left column, the higher rate you will be able to charge.

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