
CONTENTS

- 9 INTRODUCTION
- 11 CHAPTER ONE COMMISSIONS
- 16 CHAPTER TWO WHAT ARE YOUR OPTIONS FOR PRICING ADVICE
—HOURLY RATES, FLAT FEES OR ASSET-BASED?
- 24 CHAPTER THREE ADVANTAGES AND DISADVANTAGES OF FLAT FEES
- 36 CHAPTER FOUR ADVANTAGES AND DISADVANTAGES OF ASSET-BASED
FEES
- 43 CHAPTER FIVE IDEAL CLIENT
- 50 CHAPTER SIX CLIENT VALUE PROPOSITION
- 55 CHAPTER SEVEN PRO-BONO ADVICE
- 57 CHAPTER EIGHT INSURANCE
- 62 CHAPTER NINE UPFRONT VS ONGOING FEES
- 68 CHAPTER TEN FOUR FEE MODELS THAT WORK
- 73 CHAPTER ELEVEN CALCULATE YOUR CHARGE-OUT RATE
- 80 CHAPTER TWELVE DETERMINING YOUR INITIAL ADVICE FEES
- 90 CHAPTER THIRTEEN ONGOING FEES
- 98 CHAPTER FOURTEEN APPLYING A VALUE OVERLAY
- 105 CHAPTER FIFTEEN TOO MUCH?
- 112 CHAPTER SIXTEEN SELLING YOUR FEES PART ONE—PROCESS
- 125 CHAPTER SEVENTEEN SELLING YOUR FEES PART TWO—PRACTICE
- 132 CHAPTER EIGHTEEN IMPLEMENTATION