

Worksheet: Narrowing Your Focus

One way to command higher rates is to narrow your business's focus in order to position yourself as an expert in your industry. For example, Brianna Scott is positioning her company as offering the full marketing experience, which means that she should start saying "no" to static 5-page websites at a lower pay rate.

Answer the questions on this page, then use the chart on the next page to decide which projects fit inside your business's scope, and which do not. Then consult it next time you're considering a new client.

1. What sets my business apart from my competitors is:

2. I get excited when a prospect contacts me about projects like:

3. I resent working on projects like:

Projects I will take on	Projects I won't take on