

Bank Of Alternatives

Your talent, time and services are worth money.

The client needs to understand that if they want to pay less, or just don't have the budget, that's fine – but it means that they get a different proposal for the job. If they want to pay less, you will do less work.

After explaining to them what they lose when they want to pay less, your clients might choose to go for the full price option and get the best work you can do after all. Or in other cases, they will choose to start with less, and go for the full offer in a later phase.

Either way, it is your job to educate your clients and help them understand that your time and services are worth money.

Here's an example for a bank of alternatives I created before going with Mr. Meow over his proposal (see Proposal Template document)

Mr. Meow wants the **Bronze package** (branding, developing the design language and designing six pages for the website including the store), but he wants to pay less:

- I can offer him to design only three out of the six pages myself, and use ready-made templates for the other three pages. Explain to him that the website won't be consistent, which will harm the look and feel of the store.
- I can offer him to design all pages except for the store-page. For the store-page the visitor will be redirected to Etsy store or similar. Explain to him that he could lose potential buyers since the external store-page will not have the branded style of the whole site .

Bank of Alternatives for Mr. Meow's Project

Mr. Meow wants the **Silver package** (Bronze option + mobile version + customization), but he wants to pay less:

- I can offer him to take only the mobile version OR the customization
- I can offer him to make the mobile version not fully responsive, meaning I will design a version for smartphones, but not for tablets.

Explain to him that many people love to browse and purchase online using their iPads, and so he might want it to be perfect for them.

- I can suggest the Bronze option. Explain to him that in today's world, a website that is not responsive seems less professional.

Mr. Meow wants the **Gold package** (everything included in silver + design cat owner t-shirts + designing the "Kitty Nap" blog), but he wants to pay less:

- I can offer him a different combination – for example to include the mobile version + "Kitty Nap" blog but exclude the t-shirts + customization.
- I can offer him to go for the Silver package, and go for the full gold package in a later phase.

Payments plan offer alternatives:

- Mr. Meow doesn't want to pay a down payment – I can offer him to pay me 10% instead of 30% in advanced.
- Or, I can give up the down payment, but add another milestone just after I finish the branding
- Or, I can negotiate the down-payment vs. the price for the packages
- Or, I can ask him to pay me each month/week a small part of the amount
- Or, I can negotiate the date when I start the work vs. the dates of the payments