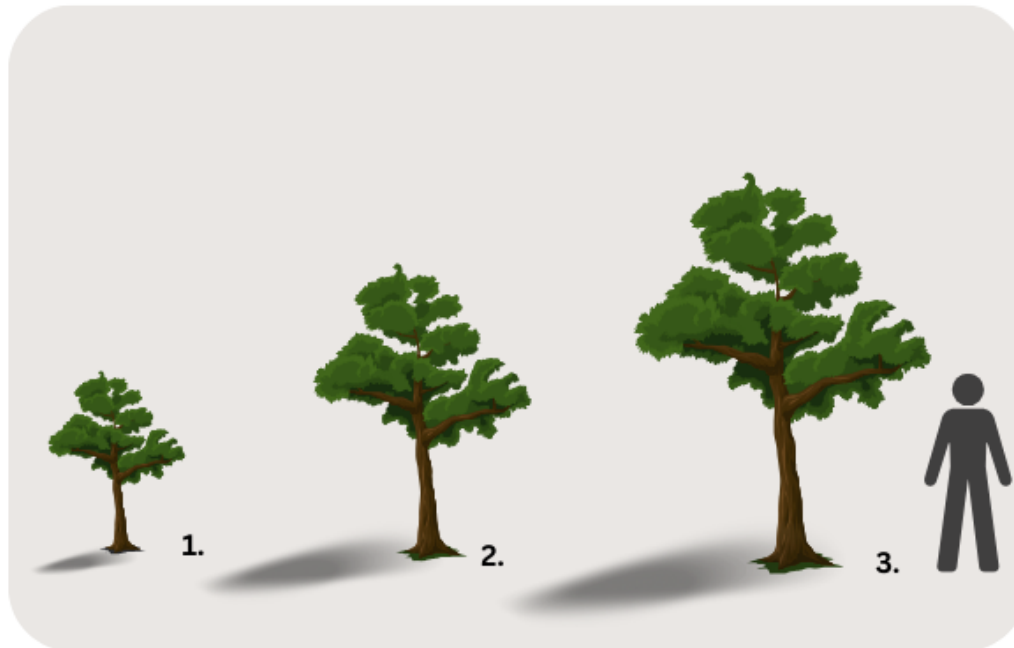




Value Lens

The value determined by client by comparison



The Goldilocks Method

		
<p>Too cold</p> <ul style="list-style-type: none"> • Low Touch • Lower price • Low desire • Low predictability of success 	<p>Just right</p> <ul style="list-style-type: none"> • Premium • Takes more time • Suits my time • Doable 	<p>Too hot</p> <ul style="list-style-type: none"> • Very Expensive • Time commitment from both ends

3. Tensions created in the process -context creates tension.

4. Their plan for them 'they own it' its valuable they designed it (endowment effect)
Think apple shop.

5. People assess the worth of your skills on how much value they believe it can generate for them

6. The perception of a 'skills rarity' influences how many people will pay for it.