Charge More, Lose No Clients

The pricing framework, the authority ladder, and the offer creation system that let you raise your fees starting this week.

Most of the law firms that picked up revenue awards at SMB Team's annual event had one thing in common. They raised their prices. Not one of them found a new practice area, and not one of them doubled their ad spend. They changed the number and they changed the story around the number.

This playbook is built from Andy Stickel's full session on pricing, value, predetermination, and offer creation. It covers why you're undercharging and exactly what to do about it.

CONTROL THE CONTEXT	BUILD EXTRINSIC VALUE	CREATE PREDETERMINATION	BUILD THE OFFER

WHAT'S INSIDE

Six sections, in the order you should work them. Tap any line to jump straight to it.

The worksheet on page 10 is fillable. Type straight into it in any PDF reader.

How to use this. Read it once end to end, then come back to the worksheet on page 10 and fill it in for your most common case type. That single page is where the fee increase actually gets built.

One warning up front. Every idea in here is reversible. If you raise your price and you hate the result, you can lower it back. Nothing in this playbook is written in stone, which is exactly why there's no reason to wait.

01 SECTION ONE
The Three Truths About Price

Price isn't a fixed number. It's a perception you can control.

A bottle of water costs 25 cents at Costco, a dollar at the grocery store, two at the gym, four at the airport, and nine out of a hotel minibar. Same water, same bottle. The only thing that changes is context, and whoever controls the context controls the price.

#	TRUTH	WHAT IT MEANS FOR YOUR FIRM
1	**Price is elastic**	You can stretch your price as far as you want as long as you control the other variables. Price doesn't have to be fixed.
2	**Price is subjective**	What makes something valuable is the story told around it. People assign value based on perception, not on what it cost you to deliver.
3	**Price is context-dependent**	The same service commands wildly different fees depending on who's delivering it and how they present themselves.

THE CONSEQUENCE OF IGNORING THIS

When you don't control the context, you become a commodity. And the only thing a commodity can compete on is price.

There's no advantage in being the second-cheapest option. Either be the cheapest, or be so differentiated that price is no longer the question.

THE OBJECTION IN YOUR HEAD, ANSWERED

WHAT YOU'RE TELLING YOURSELF

"What if they say no. What if I lose them. What if the phone stops ringing."

WHAT ACTUALLY HAPPENED

Andy has raised prices in every business he's owned over 12 years. Every single time the result was the same. He made more money.

The mental gymnastics turned out to be false every time, and if it ever doesn't work, you go back.

02 SECTION TWO
Intrinsic vs. Extrinsic Value

The football that sold for $500,000. The only thing that changed was the story around it.

A Wilson football coming off the assembly line costs about $50. That's intrinsic value, the baseline price, identical to every other ball in the run. Extrinsic value is everything else. The story, the context, the meaning attached to the object. The ball never changes. The value does.

THE SAME FOOTBALL	VALUE	WHAT CHANGED
Standard football, Walmart shelf	**$50**	Intrinsic value only. Identical to every other football off the line.
NFL game-used football	**$500**	Context. It was used in an actual NFL game.
Tom Brady touchdown football	**$5,000**	Context. Brady threw it. One zero added.
Brady Super Bowl TD football	**$50,000**	Context. Super Bowl. Another zero added.
Brady final career TD football	**$500,000**	Context. The last one, ever. Nothing changed about the ball.

APPLIED TO YOUR LAW FIRM

Your legal skill is intrinsic value. Two attorneys with identical experience and identical results can command wildly different fees, because one has built extrinsic value and the other hasn't. Content, a book, media appearances, a YouTube channel, a reputation.

Intrinsic value gets you in the game. Extrinsic value lets you set the price.

The uncomfortable part. Nobody is going to build your extrinsic value for you, and no amount of additional legal skill will do it either. It gets built on purpose, in public, over time.

03 SECTION THREE Predetermination

The goal isn't more leads. The goal is to make people predetermined to hire you before they ever call.

Predetermination happens when a prospect has already decided they want to hire you before they sit down. They've watched your videos, read your content, and seen your reviews. By the time they walk in, the question isn't "should I hire this attorney." The question is "do I want this or not." The consultation stops being a sales call and becomes order fulfillment.

BRENT'S STORY, REAL WORDS FROM A REAL ATTORNEY

THE QUESTION ANDY ASKED

"What's it like when someone comes in who's already watched your videos?"

HIS ANSWER

"It's almost like meeting someone famous. They're excited. My partner and I always say, they're here to hire us. We're going to screw this up if they don't."

Pushed on what percentage of those people actually hire him, he said it's probably close to 100%.

What happens when there's no predetermination

- **Tire kickers.** All they want to know is price. They haven't been primed to see value, so price is the only thing they can compare.
- **Price objections.** "The guy down the street said $4,500." When you're a commodity, this is the only conversation available.
- **Be-backs.** "I'll think about it." The old joke in car sales is that there are no be-backs. They don't come back.
- **Desperation.** When you need the next client, you act like you need them. And when they feel like you need them, they feel like they don't need you.

The law of attraction, applied to your calendar

Andy put one line on his consultation booking page: "Make sure this is a time you can attend, because I don't reschedule. If you miss this call, we will not have another appointment."

99.9% **SHOW-UP RATE AFTER THAT ONE LINE**

When people feel like you don't need them, they feel like **they need you**. It works in dating and it works in business. It's the same psychology, and it costs nothing to implement.

What predetermination makes possible

Patrick Slaughter was a family law attorney who started creating regular content. Answering questions in a Facebook group, posting videos, providing value consistently and without a pitch attached. He got so busy with consultations that he had to start charging for them, and then he sold out of paid consultations three months in a row.

He also got to add a hashtag inside his CRM. **#nope.** The tag for the difficult client he could now afford to turn away.

Predetermination doesn't just mean more clients. It means better clients, higher fees, and the ability to choose who you work with.

BY-THE-WAY MARKETING, FOR "I NEED TO THINK ABOUT IT"

BEFORE, THE FOLLOW-UP EVERYONE SENDS

"Just following up to see if you've made a decision."

SAY THIS INSTEAD, THE NEXT DAY

"Hey [name], thanks for coming in yesterday. I was thinking about your case, and because of [specific detail], you should probably consider [specific advice]."

You're not selling, you're providing value. The formula is thanks for coming in, plus by the way, plus more value. It re-engages without a trace of desperation, and it works.

SECTION FOUR

04 The Authority Ladder

You get paid more for who you are than for what you do. This is the inconvenient truth that changes everything.

Kim Kardashian, assuming she passes the bar, will get more law firm clients in her first month than most practicing attorneys in this country will get all year. She's almost certainly a worse lawyer than you are. None of that matters, because people will find the money for things they want, and they want Kim.

LVL	TYPE	PAY	WHAT IT MEANS
5	**Celebrity Lawyer**	**Highest**	Gloria Allred, Johnnie Cochran, Jose Baez. Known far beyond their practice area. People will find the money.
4	**Expert Authority**	**Very high**	Published author, media commentator, real following on YouTube or TikTok. Known, liked, and trusted before the first call.
3	**Certified Specialist**	**High**	Board certified. Valuable mostly because it gives you the confidence to charge more, not because consumers understand it.
2	**Specialist**	**Medium**	Focused on one practice area or case type. A specialist in DUI or truck accidents beats a generalist every time.
1	**Generalist**	**Lowest**	Door law. They take anything that walks in. Jack of all trades, master of none. Competing on price is the only option left.

THE KEY INSIGHT IN THE TALENT LINE VS. THE PAY LINE

Talent climbs from Generalist to Certified Specialist and then flattens out. The pay line does the opposite. It spikes hard at exactly the point where talent stops climbing.

The highest-paid attorneys in your market aren't the most technically skilled. They're the most well known. Being great at law gets you to Certified Specialist. Building an audience gets you to Expert Authority, and that's where the money changes.

This isn't fame over skill. It's both. The skill gets the result, the authority gets the client, and most attorneys only invest in one of the two.

05 SECTION FIVE

The Value Equation

When value exceeds price, they always buy. Here's how to engineer that on purpose.

There's a simple equation that determines how valuable your offer feels to any prospect, and every element in it is something you can influence. Most attorneys think hard about the top-left box and ignore the other three completely.

NUMERATOR, MAKE THESE AS LARGE AS POSSIBLE

Dream Outcome × Perceived Likelihood of Achievement

DIVIDED BY

DENOMINATOR, MAKE THESE AS SMALL AS POSSIBLE

Time Delay × Effort & Sacrifice

= VALUE. Move any one of the four and the number you can charge moves with it.

Dream outcome, how big is what you're promising?

The bigger the outcome, the higher the ceiling on value. This is why property damage cases command low fees. The outcome just isn't that significant to the person buying. Compare that with "we're going to keep you out of prison, protect your license, and make sure this doesn't cost you your job." That's an entirely different conversation, and an entirely different number.

THE REAL QUESTION

Your clients aren't buying legal services. They're buying a result. Every single person is in the results business, and if they could get the result without hiring a lawyer, they would.

Your job is to connect what you do to the result they actually want, and then make sure they believe you can deliver it.

Perceived likelihood, do they believe you can do it?

You can be the best attorney in the state. With zero reviews, zero social proof, and no visible track record, your perceived likelihood of achievement is close to zero, and so is your perceived value. Meanwhile a mediocre attorney with 500 five-star reviews signs clients all day.

- **Reviews aren't just marketing.** They're the proof that decides whether people believe you can deliver their dream outcome.
- **If you don't have money for ads, start with reviews.** That's the highest-leverage starting point for any firm, at any size.

Time delay, how long until they get what they came for?

A guarantee of a million dollars paid out at one dollar a year for a million years is worthless. Time destroys value. So what can you do to speed up the path to the outcome, or at least give clients the feeling of visible progress along the way?

- File faster, update more often, and give every client a timeline with visible milestones on it.
- Moving the ball one yard still counts. Stagnation is what kills perceived value, not slowness.

Effort and sacrifice, what are you asking them to do?

The more effort a client puts in, the less valuable the service feels. Andy's example is the financial affidavit in a family law case. It's confusing, it eats a weekend, and it's the biggest source of delay in the matter. What if you sent someone to their house to fill it out with them? Charge more, reduce their effort, increase your value.

THE QUESTION TO BRAINSTORM THIS WEEK

What are the hardest, most frustrating things your clients have to do in your type of case? Which of those could you take off their plate and put onto yours, even if you charge more for it?

Every task you remove from the client's list increases your value equation.

06 SECTION SIX
Offer Creation

Decommoditize your firm so the price stops being the question.

Would you pay $10,000 for an iPhone? Of course not. But what if, alongside the iPhone, you also got 12 monthly one-hour sessions with Andy Stickel as your personal CMO, the contact information for every marketing vendor he's used over 12 years, his entire library of best-performing content, and 24/7 access to him on Voxer?

Hands go up. Same price, completely different offer. The number didn't change. The value did.

THE FORMULA FOR A DECOMMODITIZED OFFER

When the firm down the street sells DUI defense at $4,500 and you sell it at $5,000, the prospect picks the cheaper one, because they can't see a single difference between you.

Build an offer that includes things your competitors can't replicate and you become uncomparable. You can't shop the Andy Stickel iPhone package at AT&T.

The "problems created by hiring you" framework

Every problem creates a solution, and every solution creates new problems. So when someone hires you, what new problems show up in their life that weren't there before? Solve those, and your offer gets dramatically more valuable without you doing more legal work.

- **Family law client worried about the kids.** Partner with a child therapist and include a set number of sessions in the offer.
- **Criminal defense client who now has a record.** Bundle in the expungement consultation, or a prepay option for the expungement itself.
- **Personal injury client facing a year of waiting.** Offer estate planning as an add-on, paid now. Case value goes up immediately.
- **Estate planning client who'll lose the documents.** Offer document storage at $20 a month. Solves a real problem and adds recurring revenue.

Your Offer Creation Worksheet

Complete this for your most common case type. Answer in full sentences. These become the building blocks of an offer your competitors can't replicate, and the justification for the number you're about to raise.

01 Dream Outcome

What's the real result this client is buying? Not "DUI defense." What does their life look like when this is over?

02 Perceived Likelihood

What proof do you have that you can deliver that result? Reviews, case wins, media, books. What would a skeptic need to see?

03 Reduce Time Delay

What can you do to move the client toward the outcome faster than competitors, or at least give them the feeling of progress sooner?

04 Reduce Effort & Sacrifice

What are the hardest, most frustrating things clients have to do in this case type? Which of those can you take off their plate?

05 Problems Created by Hiring You

What new problems does a client have the day after they hire you? What expenses, tasks, or anxieties appear that weren't there before?

06 Solve the Created Problems

For each problem above, how could you solve it, partner to solve it, or include something in the offer that addresses it?

The shaded boxes are fillable. Click one and type, then save the PDF to keep your answers.

When you're done. Look at what you wrote for the last two rows. That's the part of the offer nobody else in your market is selling, which means it's the part that lets you stop competing on price.

The Full Framework at a Glance

01 **Price is elastic, subjective, and context-dependent.**

Whoever controls the context controls the price. Change the context before you change the number.

02 **Intrinsic value is your skill. Extrinsic value is your story.**

The skill gets you in the game. The content, the reputation, and the reviews let you set the price. You need both.

03 **Predetermination is the goal, not more leads.**

When people arrive already decided, the consultation becomes order fulfillment and the price objection never comes up.

04 **You get paid more for who you are than what you do.**

Talent flattens out at Certified Specialist. Pay keeps climbing at Expert Authority. Build the audience.

05 **When value beats price, they always buy.**

Raise the dream outcome, prove you can deliver it, cut the time delay, cut their effort, and build an offer nobody can match.

> "When the value is this wide and the price is this narrow, they always buy. It doesn't matter what the number is."