

Should You Ask for Money Upfront?

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In my business I always ask for a substantial portion of the fee (usually 40 %) up front, 40% upon a set point in the project and the remainder upon completion. You should always get money up front when you are starting out as you will need the cash flow. And it is prudent practice to get some payment up front for clients who are new, and also if you have concerns about the client's credit worthiness.

"Clients often have difficulty understanding that you are selling your professional advice. Professional advice is intangible. You can't see it or feel it; there is always a natural reluctance to pay for things you can't see or feel," according to Jay Foonberg in his book, *How to Start and Build a Legal Practice*. You deliver the advice and the client figures, "This isn't a tangible so why should I pay?" So unless you get money up front, you may find yourself working for nothing.

What if you are selling a product? This is a different situation even though many of the same rules apply when dealing with compensation. However, what I write in this paper is aimed at those selling a service such as editing, or advice such as consulting.

When dealing with money — your own money — you can't be too careful. Money can bring out some of the meanest, nastiest traits in people.

The funny thing is that some who behave the worst have the money but want something for nothing or want to make a game out of stiffing you. *When you sense this is the case, don't walk away, run.*

Jay Foonberg says it best, "It's better not to work than to work and not get paid. The client who can't or won't pay you cash up front at the beginning of the case is the same client who can't or won't pay you cash during the case, and is the same client who can't or won't pay you cash at the end of the case."

Think of the old hit song, "*Money Honey...If you want to get along with me.*"

About John B. "Jack" McHugh

Jack McHugh is a self-employed publishing advisor and publisher. Over the last 30 years, he has created and refined his own self-employment business model. During this period of trial, error, mistakes, and successes, he kept a journal on his self-employment efforts and now has distilled them into succinct "how to's" for those who aspire to be self-employed.

How-To Information on Self-Employment

McHugh offers short how-to papers for those new to self-employment and those who are self-employed, who want to review their business. All are reasonably priced at \$1 to \$6. This small outlay will save you countless hours of trial and error and costly mistakes in your self-employment journey. The PDF papers can be ordered, using PayPal or your VISA, at www.self-employmentadvisor.com.

Need Personal Advice on Your Self-Employment

McHugh also offers self-employment advice. If you are interested in self-employment, consider McHugh's ***Self-Employment Evaluation Interview***, which consists of 24 questions and a self-assessment of the 8 key attributes in order to judge your potential for self-employment success.

For a modest fee, McHugh will evaluate your self-employment plan or if you are self-employed offer an evaluation of your current efforts.

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