
BUSINESS MADE SIMPLE

HOW TO GET MORE RETAINER CLIENTS

Discover new monthly retainer models



Convert Your Customers to Retained Clients

Have you ever said ***“I can’t charge a monthly retainer because of...”***?

Well, anything in business is possible, if you just believe it is possible.

Did Thomas Edison ever say?

“I can’t invent a light bulb because it is just not possible”

No, he tried over 3,000 times and came up with one of the greatest inventions of the century.



A new way of working

Let’s look at another example.

It is now common practice for all energy providers to offer direct debit as their preferred payment option, so much so, most will offer you up to a 10% discount if you pay this way.

I wonder what the energy companies said the first time they heard this suggestion:

- Are you crazy?
- But what about the winter months when they use lots of our electricity!
- How would we monitor this across 1,000s of clients?
- What if clients fall behind with payments?
- Clients will leave us if we take too much in the summer months!
- Nobody will go for it - they only want to pay for what they use.

You can charge a monthly retainer. You may need to rethink a few things in your business to do so, but it can be done!

Monthly Retainer Models

To make life easier, we have listed the six most common retainer models for you.

Think about your current services and how you could adapt these to fit the *retainer model*. Put yourself in your customer's shoes and think about what they would prefer.

You are looking for a **win-win** scenario for both of you.

1. Fixed monthly fee – the straightforward option
2. Fixed monthly fee which is reviewed annually and is changed (up or down) based on your performance or outputs
3. Fixed monthly fee where the hours are monitored and is occasionally adjusted by monthly payments
4. Fixed monthly fee where hours are monitored and you can charge for any hours over and above the agreed level
5. Fixed monthly fee with additional work or projects charged separately
6. Fixed monthly fee with profit share paid at agreed stages

Now that you've started thinking about retainer models, you might have thought up one of your own – **you are only limited by your imagination!**

Start Transforming Your Fees

Changing your mindset and business model from charging on a project by project basis to a retained model might be tough.

You might need to make some significant changes to the way you work, but get this right and it will be worth it! Here are some questions to consider first:

Questions	Yes	No	N/A
Is your model based on an amount of time?			
Can time be carried forward?			
Is time lost?			
Is your model based on the value you bring rather than hours?			
Is your model a combination of time and value?			
Will you be offering a number of monthly plans or just one?			
Are your fees just in case you are needed, like insurance?			
Will you have regular reviews about the monthly fees?			
Do you know who will lead this process?			
Do you know how often it will occur?			
Is your retainer value based on historical transactions?			
If not, do you know how will you come up with the fee?			
Will it be based on the number of services your client needs?			
If so, do you know all the options they might have?			



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