

## Two Very Logical Reasons Why You Should Never Charge for Your First Appointment

I've been asked a few times lately about whether you should charge for a first appointment.

Specifically, I hear variants on...

"I charge \$390 for a first meeting. If they aren't willing to pay that, they're obviously not serious"

Firstly, congrats on your confidence in what you do. Too many advisers out there aren't strong enough in understanding their value.

You're obviously not one of them.

However, understand two things.

1. Your assumption that not willing to pay = not serious about advice is flawed. There are many, many clients out there who, for numerous reasons, won't pay for something until they understand the value of it. Many of them will become great clients, though for someone else if the cost barrier stands between you and a meeting.
2. You've now set the expectation that your "product" – the thing they're paying for – is this first appointment thingy. Let's hope your process can add more than \$390 worth of perceived value, because if it ends up being a quasi-sales appointment or, even worst, a chance for you to ask for a bunch of detailed

information without helping them get clear on the “what next?”, I know how I’d feel. Probably a bit like the 50%+ of financial planning prospects who, according to Investment Trends 2017, don’t get past the first appointment.

In short, if you have an awesome value-add session that can add value, fire away.

If not, tread carefully before activating your new income stream.

Personally I won’t enter into a financial arrangement with anyone until I first know I can solve their problems and there is a fit. Anything else to me is just inviting trouble.

Let’s make financial planning matter



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**You're Making (and how to fix**  
**them)**

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The graphic features a blue-tinted background image of people working at a desk with laptops and documents. The text is centered and uses a mix of bold and regular weights in white. The logo in the bottom left corner consists of a circular icon with a stylized figure and the text 'SMART FINANCIAL PLANNER' stacked vertically.