



## Creating Boundaries in a "Service" Business

If you're anything like me, you're a giver, a lover of people...

Someone who wants to swoop in, take care of people and save them from their daily struggles.

**This is why many of us started this type of business.** We woke up one day and decided that we would make a business out of helping people...

And it's a business that is drastically needed in our overworked, overwhelmed society.

*But how can you give ... Without being taken advantage of?*

*How can you set healthy boundaries with your clients?*

- Never offer discounts on your services. (you can offer an incentive as a reward or marketing strategy, but discounts tend to attract non ideal clients )
- Be aware in the beginning of "access abuse". Just because you...
- If your clients are emailing and asking questions multiple times a day or a week you may need to charge for excessive email correspondences. (create an expectation up front as to what your standards are )
- Discuss "normal operating hours" up front.
- Educate clients as to the "best way" to communicate with you.
- If you allow text messaging from clients, be sure to set the expectation up front that you only respond during "normal business hours".
- Explain up front what your billing process is.



- If you charge for "extras" ie: mileage, use of company CC, after hour requests, last minute requests, be sure to review these policies with clients up front.
- Put your Policies and Procedures in your " Welcome Packet ".
- Personally and verbally review your policy and procedure document with each new client.
- Have each client sign policy contract.
- Do not get into the habit of "shifting and changing" your pricing for "special people". This creates a bad habit of you conforming your business policies to their requests, and inevitably creates clients who will always try to get you at "bargain" prices.
- If you DO want to offer "special pricing" then create a Friends and Family rate and use that for those specific clients.
- It's always best to paid up front or have a CC on file to facilitate expedited payment.
- Be sure there is a surcharge for canceled appointments in your policies.
- Enforcing and upholding your policies helps set boundaries for a successful business relationship.
- If you do NOT enforce your boundaries, you will leave yourself open to being taken advantage of, or even worse... your team being taken advantage of.
- If you use your cell phone as your business phone, consider having a separate phone for close friends and family. This way when you are "off" there is not temptation to pick up.
- If you offer "free consultations" be certain that your prospects understand that you're free consultation is a specific time and that any time over IS in fact, billable time.
- If a client becomes difficult, oversteps the established boundaries or consistently pays late... You may fire a client.