**Persuasive Pricing Exercise: Post-Project Review**

*Think about your most recently completed project…*

How close was your estimate to the actual workload the project entailed?

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Did the client require more or less handholding than you anticipated?

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Were there problems with scope creep, unexpected rounds of revisions, or hard-to-reach resources? If so, what were they?

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Next time, what question(s) could you ask the client to help you formulate a more accurate estimate?

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Would you do the same project for the same client at the same price again?

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If you answered *no*, would you do the same project for the same client at a higher price? How much higher?

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