

Breaking Free from Hourly Billing

A Strategic Guide for AE Firms

Jonathan Stark • April 2025

If you had to **double your**
income this year, how
would you do it?

Work twice as much?

~~Work twice as much?~~

Double your hourly rate?

~~Double your hourly rate?~~

Hire a bunch of juniors?

~~Hire a bunch of juniors?~~

You **can't** double your
income billing hourly

To significantly **increase**
your income...

You have to **stop trading**
time for money

Okay, but... what do you do
instead of hourly billing?

Package Your Expertise



Stop thinking
“I do X”

Start thinking
“I know how to do X”

You can sell **know how**
separately from **doing stuff**

“Sell your **brains**, not
your **hands**.”

—Jonathan Stark

Okay, but... what does this
actually look like?

3 Ways To Package Your Expertise

1. Digital Products

Digital Product—(*noun*) a digital tool or infoproduct that sells while you sleep.

No-touch sales, no-touch delivery

Digital Products: Architects

No-touch sales, no-touch delivery

- Pre-designed ADU plans
- CAD/BIM templates
- Video courses for Revit
- Software plugins for SketchUp
- Workflow automation for AutoCAD

2. Productized Services

Productized Service—(*noun*) a
fixed-scope service that you sell
at a published price.

No-touch sales, high-touch delivery

Productized Services: Architects

No-touch sales, high-touch delivery

- Feasibility Study Package
- Permit-Ready ADU Design
- Starter Remodel Concept Plan
- Code & Compliance Checkup
- Retail Space Test-Fit
- Zoning Envelope Study
- Entitlements Navigator
- Architectural Drawing Cleanup
- Remote Design Critique
- Architect-Led Site Selection

3. Value Priced Projects

Value Pricing—(*verb*) setting a fixed price based on the buyer's value, not the seller's cost.

High-touch sales, high-touch delivery

Project—(*noun*) a collaborative endeavor designed to achieve a specific objective.

High-touch sales, high-touch delivery

Value Priced Projects

High-touch sales, high-touch delivery

1. Conduct a sales interview
2. Price on perceived value
3. Propose three options
4. Include a guarantee
5. Ask for 100% up-front
6. Negotiate terms
7. Close the deal
8. Control scope creep

source: Automatic Proposals

DESIRE times **MONEY**
divided by **OPTIONS**

👉 Max Price Formula

Q&A

Learn More

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