

THE SCRIPT VAULT (ADVANCED VERSION)

Boundary Systems, Client Psychology & Conversation Control

1. THE DISCOUNT PRESSURE PLAY

What clients say:

- “We have a limited budget, can you reduce it?”
- “Another designer is cheaper.”
- “Can you give us your best price?”
- “We’re a startup / NGO / exposure opportunity.”

What’s really happening:

They are testing:

- Your confidence in your pricing
- Your desperation level
- Whether you negotiate against yourself

Response Script (Premium Positioning):

“I understand budget considerations are important. My pricing is not based on the type of client, but on the level of strategy and execution required to deliver results that actually move the business forward.

What I can do is help you choose a scope that aligns with your current budget without reducing the quality of the work.”

Conversation Shift Strategy:

- You **refuse negotiation on price**
- You redirect to **scope adjustment instead**

Result of this response:

- You avoid devaluing your work
- Client either:
 - Adjusts budget upward
 - Or selects a smaller scope
- You stay positioned as premium, not desperate

2. THE SCOPE EXPANSION TRAP (SCOPE CREEP)

What clients say:

- “While you're at it, can you also just...”
- “Can you quickly add this small thing?”
- “It won't take long, right?”
- “Let's just tweak everything again”

What's really happening:

- They are testing **how much free labor they can extract**
- They assume “small changes” don't matter cumulatively
- They are slowly removing boundaries

Response Script (Boundary Shield):

“Just to keep the project structured and ensure we deliver quality within the agreed timeline, this request falls outside the current scope.

We can absolutely include it, but it would be treated as an additional request and priced separately.”

Conversation Shift Strategy:

- You **don't reject the idea**
- You **reclassify it as billable work**

Result of this response:

- Client learns boundaries exist
- Extra work becomes paid work
- Your project stays controlled and profitable

3. THE URGENCY PRESSURE (RUSH JOB MANIPULATION)

What clients say:

- "We need this ASAP"
- "Can you do it in 24 hours?"
- "It's urgent, just squeeze it in"
- "We're launching tomorrow"

What's really happening:

- They are trying to bypass your process
- They want priority without paying for it
- They are testing your availability control

Response Script:

"I understand the urgency. To maintain quality, I only take on work within scheduled timelines.

If you need this expedited, I can adjust the timeline or prioritize it as a rush project with an express fee."

Conversation Shift Strategy:

- You don't say "no"
- You introduce **cost of urgency**

Result of this response:

- Either:
 - They wait
 - Or pay premium for speed
- You protect workflow and energy

4. THE AUTHORITY UNDERMINING MOVE

What clients say:

- "Can you just try my idea first?"
- "My cousin thinks it should look different"
- "Let's test a few random versions"
- "I saw something online, let's copy it"

What's really happening:

- They are replacing expertise with opinions
- They are removing your creative authority

- They are destabilizing direction

Response Script:

“To ensure we get the strongest result, I’ve based the direction on strategy and what will perform best for your brand.

If we start adding multiple directions outside the strategy, it usually weakens the outcome. I recommend we stay aligned with the approved direction, and refine from there.”

Conversation Shift Strategy:

- You anchor decisions in **strategy, not opinion**
- You position yourself as **the filter of quality**

Result of this response:

- You regain authority
- Client stops random input
- Project stays focused and premium

5. THE PAYMENT DELAY GAME

What clients say:

- “We’re processing it”
- “Finance is handling it”
- “Just send a reminder next week”
- Silence after delivery stage starts

What's really happening:

- Cash flow manipulation
- Testing how long they can delay
- Deprioritizing your invoice

Response Script:

"Hi [Name], just a quick note that the project is currently paused pending confirmation of payment. Once it's received, I'll immediately continue and keep us on track."

Conversation Shift Strategy:

- You remove emotional tone
- You link **payment to action**

Result of this response:

- Payment gets prioritized
- Or project stays paused safely
- You avoid chasing or begging

6. THE "JUST ONE MORE REVISION" LOOP

What clients say:

- "Just one last tweak" (repeated 5 times)
- "Almost there, just small changes"
- "Let's refine again"

What's really happening:

- Avoiding final approval
- Perfectionism disguised as indecision
- Free revision exploitation

Response Script:

"We're currently at the revision limit included in the scope.

At this stage, we can either proceed with final delivery or continue with additional refinements under a new revision phase."

Conversation Shift Strategy:

- You force **closure or paid continuation**

Result of this response:

- Client makes final decision
- Or pays for more revisions
- You stop infinite loops

7. THE "EXPOSURE / FUTURE WORK" OFFER

What clients say:

- "This will lead to more projects"
- "We'll give you long-term exposure"
- "Let's start small first"

What's really happening:

- Attempt to get premium work for free or cheap
- Using future promises as currency

Response Script:

"I appreciate the opportunity. For me to deliver my best work, I focus on structured engagements with defined value and scope rather than speculative future arrangements.

If we move forward, I'd be happy to structure something that reflects the full scope of work required."

Conversation Shift Strategy:

- You neutralize "future promises"
- You return to **current value exchange**

Result of this response:

- No unpaid speculative work
- Either proper budget or no engagement

FINAL FRAMEWORK: THE 3 GOLDEN RULES

1. **Never argue price — adjust scope instead**
2. **Never defend boundaries — state them clearly**
3. **Never chase clients — structure the relationship instead**

CORE TRUTH

Premium creatives don't win by being flexible.

They win by being **structured, consistent, and difficult to exploit.**

Boundaries don't push clients away.

They filter in better ones.