WHY THIS CAMPAIGN

The rate the partners approved is not necessarily the rate clients pay

Before writing anything we read the whole recording. This is what we found, the angle we chose for your audience, and what we left out on purpose.

THE ANGLE

The handover between partner approval and the client invoice determines whether a new rate holds.

Managing partners already believe in their pricing model. What they underestimate is the handover from the partner meeting to the client conversation and the invoice. Framing the guide around that gap gives them three decisions to make before the next rate change, and it leads naturally to a pricing review with Northstar.

THE STRONGEST IDEAS IN THE RECORDING

1. **Unanimous approval does not mean the new rate held.**
   It is the one hard figure in the webinar: 19 of 31 approved changes reverted within 90 days.

2. **The partner who argued for the change should write the client sentence.**
   It gives the reader a specific owner and a task, which turns the diagnosis into something they can act on.

3. **Check what was invoiced, not what was agreed.**
   A concrete 90-day review with a clear test, and the strongest close for a guide aimed at managing partners.

LEFT OUT, ON PURPOSE

How to build the pricing model itself. The webinar treats it as solved, and the audience does not need convincing there.

Client segmentation for different rate rises. Mentioned in passing without examples; it deserves its own month with better source material.

THE NEXT 30 DAYS

When each piece goes out

Two posts a week, the carousel in week two, a clip most Fridays and the three emails a week apart. The calendar file in your delivery adds every item to your calendar in one click.

WHEN	CHANNEL	WHAT
Week 1 · Mon Nov 9	WEBSITE	**Publish the guide and landing page** Put the landing-page copy live with the guide "The rate the partners approved is not necessarily the rate clients pay" as the download.
Week 1 · Mon Nov 9	EMAIL	**Email 1: deliver the guide** Subject: Your guide to carrying a new rate through
Week 1 · Tue Nov 10	LINKEDIN	**Post 1** Last year, we reviewed 40 pricing changes at services firms.
Week 1 · Thu Nov 12	LINKEDIN	**Post 2** If I argue for a new rate, I should write the client explanation.
Week 1 · Fri Nov 13	LINKEDIN	**Video clip 1** 19 of those 31 Unanimously approved changes that quietly reverted (figure-clip-01.mp4)
Week 2 · Mon Nov 16	EMAIL	**Email 2: develop the idea** Subject: Decide what the first no may change
Week 2 · Tue Nov 17	LINKEDIN	**Post 3** I ask an account lead to say the rate explanation aloud before the first client call.
Week 2 · Wed Nov 18	LINKEDIN	**Carousel (document post)** Upload the carousel PDF: Will the approved rate reach the invoice?
Week 2 · Thu Nov 19	LINKEDIN	**Post 4** The client sentence must answer a client question.
Week 2 · Fri Nov 20	LINKEDIN	**Video clip 2** The spreadsheet was never the problem. The handover was. (quote-clip-02.mp4)
Week 3 · Tue Nov 24	LINKEDIN	**Post 5** A client asks to keep paying the old rate.

PUBLISHING PLAN, CONTINUED

WHEN	CHANNEL	WHAT
Week 3 · Thu Nov 26	LINKEDIN	**Post 6** I decide what a first no may change before a client says it.
Week 4 · Mon Nov 30	EMAIL	**Email 3: invite the next step** Subject: Planning a rate change?
Week 4 · Tue Dec 1	LINKEDIN	**Post 7** An agreement can show the new rate while an invoice shows something else.
Week 4 · Thu Dec 3	LINKEDIN	**Post 8** I put names against the invoice review before announcing a rate change.