PERSONAL & BUSINESS

Why I Stopped Charging by the Hour

By **Keith Parsons, CWNE #3** · 2026-05-21 · originally on LinkedIn

My exact pricing structure after 20 years...

When I started out, I charged by the hour like everyone else. It seemed logical. You work, you get paid. Simple math.

But hourly pricing taught clients to watch the clock instead of the outcome. Every phone call felt like the meter was running. Every question came with guilt attached.

So I switched to per day or per project pricing.

The difference was immediate.

Clients stopped micromanaging my time. They started focusing on results. And honestly? I made more money because I wasn't penalized for being efficient.

The fundamentals of good pricing haven't changed much over the years. Know your value. Communicate it clearly. And stop trading hours for dollars when you can trade outcomes for dollars instead.

What pricing model works best for you?

By Keith Parsons, CWNE #3, Wireless LAN Professionals. Free to read and share. Facts