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Email Scripts for Raising Your Rates

For Monthly Retainers

Subject Line: New monthly retainer rate starting [INSERT DATE]

Hi [CLIENT NAME],

I hope this email finds you well! I wanted to let you know that, starting [DATE], my monthly retainer rate will be increasing to \$[X].

Working with you has been such a rewarding experience, and this adjustment allows me to continue providing the same level of focus, dedication, and quality that you've come to expect.

As outlined in our original agreement, the retainer will continue to include [X] hours of work per week, along with our recurring meetings. I'm fully committed to the goals we've set and confident that the value I bring to the team aligns with this updated rate.

If you'd like to discuss further or have any questions, feel free to reach out—I'm happy to hop on a call. After confirming we're aligned, I'll send through an updated contract for your signature.

Thank you again for the opportunity to contribute to [CLIENT'S BRAND/PROJECT].

Warmly,

[YOUR NAME]

For Hourly Work

Subject Line: Update to Hourly Rate Starting [INSERT DATE]

Hi [CLIENT NAME],

I hope this email finds you well! I wanted to let you know that, starting [DATE], my hourly rate will be increasing to [NEW RATE].

It's been such a pleasure working with you, and this adjustment reflects the level of focus and quality I dedicate to supporting [CLIENT'S BRAND/PROJECT].

As always, I'm committed to delivering exceptional work and ensuring we stay on track to meet the goals we've outlined. Please don't hesitate to reach out if you'd like to discuss this update or have any questions—I'm happy to jump on a call if needed. After confirming we're aligned, I'll send through an updated contract for your signature.

Thank you for your continued trust and partnership.

Best regards,

[YOUR NAME]