

# The End of Time

There's not really much debate about how an advertising agency or design firm should charge. It's hourly, baby.

That's the way it's been for literally generations. Even in the Stone Age, Neanderthal designers would charge 1 wild pig per hour for a good cave painting.

OK, I'm taking liberties with history here. But hourly rates are as ingrained in the ad business as black turtlenecks and skin art.

The only variable is, how much per hour?

But Fox Marketing Group has ditched the hourly rate entirely. We don't punch a clock for anyone.

What does a time clock do for you? When did a clock last give you the marketing hook to set you apart from your rivals?

The fact is, hourly rates can be a scam. Not always, but sometimes.

Let's say we work really, really fast. You get great results, and we get paid *less* for being efficient. Better raise that rate, huh?

Or let's say we work really, really slow. Who's getting abused now?

Or let's say I have a flash of brilliance -- the answer to your needs -- while in the shower. Do I charge you for the time spent in the shower? What if I'm still mulling it over while I'm shaving? Do I get to charge for that time, too? I bet I can write off shaving cream as a business expense ...

Or what if the ideas start flowing while I'm driving? I guess I better charge you for my drive time, right? Or better yet, I can also bill you for my gas that day!



Greg Zirkle, Fox Marketing Group

*"If I come up with a brilliant marketing strategy while shaving, can I bill you for the time and shaving cream?"*

Now, hopefully no one is really that cheap. But charging by the hour is so "normal," it does make you wonder.

In this Knowledge Economy, it truly is a new day. And to fit this new paradigm, we've taken a new approach.

You want to accomplish something. If we can help you accomplish it, our services have value. So we charge based on **value**.

We get paid for what we know and what we do. Whether it takes ten hours or only two doesn't matter, only that the work gets done and produces results. Results have value, billable hours don't.

Maybe we burn the midnight oil. Or maybe I take my laptop outside and pound out solutions while lying barefoot in a hammock. Do you care?\*

Most of you don't care how we get it done, only that we do in fact get it done -- and that it has the desired effect. Fox Marketing Group is a Results-Only Work Environment.

So we provide value by producing results. Let's talk, and put some actual numbers to this whole concept of value. I think you'll see the edge you can have -- and can *afford* -- with Fox Marketing Group.

*\* For those who do care, I do work late nights when necessary. And a hammock is not as comfortable for computer work as you might think.*