Pricing Worksheet

A simple way to set a defensible price for what you do - built from your real costs, your real time, and what your work is worth to the person paying for it.

Step 1 - What are you pricing?

Describe the product, service, or session in one sentence

Who is it for?

Step 2 - What does it actually cost you?

Count everything, including your own time. Most people under-price because they forget the unpaid hours.

Cost item	How often	Amount ($)
Materials / supplies		
Software or subscriptions		
Travel or delivery		
Fees (platform, payment)		
Your hours x your hourly floor		
Other		
TOTAL COST PER UNIT / JOB		

Step 3 - Set your hourly floor

Your floor is the lowest hourly amount that makes the work worth doing. Annual amount you need / realistic paid hours per year = your hourly floor.

Amount I need per year ($)

Realistic paid hours per year

My hourly floor ($)

Step 4 - Check three reference points

- Cost-based price: total cost + the margin you need to keep going.
- Market price: what two or three comparable people or businesses charge locally.
- Value price: what the result is worth to the buyer - time saved, stress avoided, money earned.

Cost-based ($) / Market ($) / Value ($)

Step 5 - Decide and write down why

A price you can explain is a price you can hold. Write the one-sentence reason you would give a customer who asks.

My price

Because...

Step 6 - Review triggers

- [ ] Costs went up by more than 10 percent
- [ ] I am fully booked and turning work away
- [ ] I have not reviewed this price in 12 months
- [ ] I am consistently working more hours than I quoted