

CHEERS TO THE CHA-CHING!

*How to
get paid what
you're worth.*

WORK IT SHEET

P R O F I T



THE
**agency
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THEAGENCYINSIGHTER.COM

*Repeat after me:
I can make money doing what I love.
I want money to support my good work.*

Let's nail down your pricing.

Take the guesswork out of pricing by not guessing at your pricing.

Determine your value.

Who are some of the other players in your space? _____

What is the market value for comparable services? _____

Determine your hourly rate.

\$	/	2,000	=	\$	+		=	\$
How much do you want to make?		Divide that number by 2,000.		This is your starting hourly rate.		What is your 30% - 50% value premium?		This is your hourly rate.

Determine your project fee.

\$	x		=	\$	+		=	\$
Your hourly rate.		How long it takes you to do things.		This is your starting project fee.		Add 20% for contingencies + admin.		This is your project fee.

Woo hoo! You now have the context to price your services like a pro.

