



How to Charge What You Are Worth

How to use this worksheet:

There are five dynamics that influence your decision of how much to charge for your services—demographic factors, your competition, the amount of time you spend per client, your overhead and your income goals. Complete each section below, then report your answers at the end to discover how much you should charge per hour!

Factors
How long have you been in business?
Describe your location (Urban, Suburban, Rural; population; demographics, etc.):
Your Target Market is:
How many competitors in your market?

Survey Your Competitors. What do they offer? Cost? Service area? Retainer amount?

Competition 1

Competition 2

Competition 3

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Write down, to the minute, how much time you spend with a bride from lead to follow-up after the wedding. Use this space to detail every action; email, call, research, ordering, etc.

Time

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Document your annual expenses. If you are home-based, include 20% of your home costs Overhead	
Rent	Electric
Gas	Telephone
Internet	Website/Hosting
Marketing	Office Supplies
COGS	Labor/Payroll
Fill In Other Expenses....	

How much income would you like to bring home annually?
Income Goals

Enter your discoveries here:

_____ (Overhead) + _____ (Income) = _____ (Total Revenue Needed)

_____ (Total Revenue Needed) ÷ _____ (Working Hours) = _____ / Hour