

Pricing Yourself & Invoicing

What are your monthly expenses?

Are there taxes involved?

Are there costs to running your business?

**How much will it take to cover your costs
and taxes?**

What is your hourly rate?

**Are you looking to sell a product or
package service?**

Pricing Yourself & Invoicing

How to collect payment:

International

PayPal

TransferWise

USA

Zelle

Canada

Interac

Pricing Yourself & Invoicing

Formulating an Invoice

Date

Invoice number

Client

Your information

Project/products information

Pricing

Taxes? Shipment fees?

Total price

Information on how they can pay you

Due date of invoice

Pricing Yourself & Invoicing

Note:

If you are freelancing/contract working, some companies might have a "net" when they pay you.

Net 30, Net 60...this means they will pay you in 30 days of invoice or 60 days etc.

MOCK UP
INVOICE

ISSUED TO

Jamaica Kollins
3078 Fairway Drive
Vacaville, CA

INVOICE
#2018-001

ISSUED DATE

March 17, 2018
10:08 AM

DESCRIPTION	HRS	PRICE
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Programming: Wise Project 48 Hours \$20,000
Finished 01/01/18

Html: kyp.co 12 Hours \$15,000
Finished 12/15/17

Web Design: ATM News 144 Hours \$50,000
Finished 08/08/17

SUBTOTAL	\$85,000
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TAX	0.10%
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AMOUNT DUE	\$76,500
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MAKE YOUR PAYMENT TO

ACCOUNT NAME:
Kourtney Samson

ACCOUNT NUMBER:
5597 0407 9065 1701

Pricing Yourself & Invoicing

Keeping Track of Invoices

Excel

Google Sheets

**Accounting Software: Quick Books,
Wave, PayPal, etc.**

**It's important for taxes later and knowing
you has paid you and when.**

Pricing Yourself & Invoicing

Ways of Pricing:

Packages

-Set prices for set tasks

Custom Quotes

Hourly

Per word/graphic

Retainer

-A set time period rate (like monthly)

Which best fits your needs?

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CONTRACTS!

Include a cancellation fee.

How much and when depends on you!

Include Invoicing Method

Pricing Yourself & Invoicing

CONTRACTS!

For bigger packages/projects, even for small ones, make sure to send out a contract. This gives you more security that your invoice will be paid.

For contracting, make sure it is in the contract how the invoice should be formulated.

In your invoice and contract, make sure to say WHEN they need to pay you.

Pricing Yourself & Invoicing

Business Proposals/Quotes/Estimates

If you are in the service industry, have a standard template already established.

Having an official document is always good to have to show professionalism.

Include:

Name/Client

Date

Goal/project description

What is offered/included

Price/price range

DATE

BUSINESS PROPOSAL

PREPARED BY

Marinella Yule

PRESENTED TO

Client

PROJECT OVERVIEW

Description



GOAL

Description

SPECIFIC TASKS

WHAT

- Tasks



WHAT

- Tasks

WHAT

- Tasks

COMPENSATION

FOR HOURS/PROJECT

Price

Pricing Yourself & Invoicing

- Knowing Your Cost of Business
- Established Hourly and Packages
- Find an Invoicing/Accounting System
- Create Proposal Template
- Create Contract Template
- Establish Your Minimum \$
- Create Invoice Template
- Displaying Prices on Your Website/Have a Price Sheet?