

# AI BRAND WORK PRICING GUIDE

## How to Price Your Services Profitably

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### THE MINDSET SHIFT

**Stop charging for time. Start charging for value.**

You're not selling hours. You're selling:

- Problems solved
  - Results delivered
  - Expertise applied
  - Speed to market
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### PRICING MODELS

#### Model 1: Package Pricing (Recommended)

**Why it works:**

- Clear expectations for client
- Predictable income for you
- Incentivizes efficiency
- Scalable

#### Starter Package: \$500-1,000

- 10 brand-consistent images
- 1 style direction
- 1 revision round
- Delivery: 3-5 days
- Best for: Small projects, testing the waters

#### Brand Suite: \$1,500-3,000

- 25 images across categories
- Product, lifestyle, social content
- Style guide document
- 2 revision rounds
- Delivery: 1-2 weeks
- Best for: Small brands, startups

#### Full Brand Identity: \$3,000-7,500

- 50+ cohesive images
- Complete visual system
- Social templates
- Campaign concepts
- Style guide + prompt library
- 3 revision rounds
- Delivery: 2-4 weeks

- Best for: Established brands, launches

#### **Enterprise/Agency: \$7,500-15,000+**

- Custom scope
  - Full creative direction
  - Ongoing support period
  - Multiple asset categories
  - Team training
  - Delivery: Custom timeline
  - Best for: Agencies, large brands
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### **Model 2: Retainer Pricing**

#### **Why it works:**

- Recurring revenue
- Deeper client relationships
- Predictable workload
- Long-term income stability

#### **Basic Retainer: \$1,000-1,500/month**

- 10 images/month
- 1 campaign concept
- Email support
- Best for: Small ongoing needs

#### **Standard Retainer: \$2,500-4,000/month**

- 25 images/month
- 2 campaign concepts
- Social templates
- Weekly check-ins
- Best for: Active brands

#### **Premium Retainer: \$5,000-10,000/month**

- 50+ images/month
  - Unlimited concepts (reasonable use)
  - Full creative direction
  - Priority turnaround
  - Strategy sessions
  - Best for: High-volume brands
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### **Model 3: Project Pricing**

#### **Why it works:**

- Flexibility for unique projects
- Can charge premium for complexity
- Good for one-off work

#### **Pricing Formula:**

(Estimated hours × Hourly rate) × Complexity multiplier = Project price

#### Hourly Baseline: \$100-300/hour Complexity Multipliers:

- Simple/familiar: 1.0x
- Moderate: 1.25x
- Complex/new: 1.5x
- Rush: 1.5-2x

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## WHAT TO CHARGE BY DELIVERABLE

Deliverable	Price Range	Notes
Single AI image	\$50-150	Rarely sell alone
10-image pack	\$400-800	Entry-level package
Product photography set	\$500-1,500	Per product/SKU
Social content pack	\$500-1,200	15-25 images
Full brand visual identity	\$2,500-10,000	50+ images + system
Campaign concept	\$1,000-3,000	20+ images, cohesive
Style guide creation	\$500-1,500	Documentation
Prompt library	\$300-800	Their ongoing use

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## PRICING BY CLIENT TYPE

### Startups/Small Businesses

**Budget range:** \$500-3,000 **Best approach:** Package pricing **What they value:** Speed, affordability, good-enough quality

### Established Brands

**Budget range:** \$3,000-15,000 **Best approach:** Project or retainer **What they value:** Quality, consistency, professionalism

### Agencies

**Budget range:** \$2,000-20,000+ **Best approach:** Project or white-label retainer **What they value:** Reliability, scalability, deadline respect

### Enterprise

**Budget range:** \$10,000-50,000+ **Best approach:** Custom project or retained creative **What they value:** Strategic thinking, comprehensive solutions

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## THE PRICING CONVERSATION

## Discovery Questions

1. "What's the scope of this project?"
2. "What's your timeline?"
3. "How will these assets be used?"
4. "What does success look like?"
5. "What's your budget range for this?"

## Presenting Options

Always present 3 options:

- **Good:** Meets basic needs
- **Better:** Recommended, best value
- **Best:** Premium, comprehensive

This anchors the middle option and gives client control.

## Handling "Too Expensive"

1. "I understand. What's your budget?"
2. "We can adjust scope to fit. What's most important?"
3. "Let me show you what's included and why it's priced this way."
4. "What would make this a clear yes for you?"

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# CALCULATING YOUR RATES

## Step 1: Know Your Costs

- Software subscriptions: \$\_\_/month
- Tools and equipment: \$\_\_/month
- Business expenses: \$\_\_/month
- Taxes (set aside 25-30%): \$\_\_/month

## Step 2: Know Your Time

- Actual billable hours available: \_\_/month
- Time for marketing/admin: \_\_/month

## Step 3: Set Income Goals

- Minimum needed: \$\_\_/month
- Target income: \$\_\_/month
- Stretch goal: \$\_\_/month

## Step 4: Calculate Minimum Rate

$$(\text{Costs} + \text{Income goal}) / \text{Billable hours} = \text{Minimum hourly rate}$$

Then build packages that exceed this rate.

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# RUSH PRICING

Turnaround	Multiplier
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1 week (standard)	1.0x
3-5 days	1.25x
48 hours	1.5x
24 hours	2.0x
Same day	2.5x+

Always state rush fees upfront.

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## SCOPE CREEP PROTECTION

### In Your Contract

- Specific deliverable count
- Defined revision rounds
- Out-of-scope pricing
- Additional work rates

### When It Happens

1. "Happy to add that. Here's the additional cost..."
  2. "That's outside our agreed scope. Should I send a quote?"
  3. "I can include that if we adjust [other element]."
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## PRICING RED FLAGS

**Red Flag:** Client focused only on price **Response:** They may not value quality. Be cautious.

**Red Flag:** Vague scope, unclear needs **Response:** Get clarity before quoting. Vague = scope creep.

**Red Flag:** "We have no budget" **Response:** Everyone has a budget. Ask what they'd pay.

**Red Flag:** Asking for free work first **Response:** Offer paid trial at reduced rate instead.

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## RAISING YOUR PRICES

### When to Raise

- Every 6-12 months minimum
- When demand exceeds capacity
- When you've leveled up skills
- When costs increase

### How to Raise

- Grandfather existing clients (optional)
  - Announce 30-60 days in advance
  - Frame as investment in quality
  - Raise 10-25% at a time
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## QUICK PRICING REFERENCE

### Just Starting:

- Single project: \$500-1,500
- Monthly retainer: \$1,000-2,000

### 6 Months Experience:

- Single project: \$1,000-3,000
- Monthly retainer: \$2,000-4,000

### 1+ Years Experience:

- Single project: \$2,500-7,500
- Monthly retainer: \$3,500-7,500

### Established/Premium:

- Single project: \$5,000-15,000+
- Monthly retainer: \$5,000-15,000+

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*This guide is from LOOPWORKER. For more resources, follow @loopworker.*