



Freelance Pricing Framework

A Beginner-Friendly System to Charge Confidently

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Why Most Freelancers Undercharge

Most beginners:

- Guess their hourly rate
- Copy what others charge
- Forget expenses
- Ignore non-billable time
- Feel guilty increasing prices

Pricing is not confidence.

Pricing is math + clarity.

This framework removes guessing.

Step 1: Define Your Target Monthly Income

Ask yourself:

How much do I want to earn per month from freelancing?

Example:

₹ 50,000

Be honest.

Don't underplay your goals.

Step 2: Add Your Monthly Expenses

Include:

- Rent
- Food
- Internet
- EMIs
- Software tools
- Savings
- Emergency buffer

Example:

₹ 20,000

Now calculate:

Target Income + Expenses

₹ 50,000 + ₹ 20,000 = ₹ 70,000 required per month

This is your minimum survival target.

Step 3: Calculate Your Real Billable Capacity

You do NOT work 8 billable hours daily.

Reality:

- Client communication
- Admin work
- Learning
- Marketing
- Revisions

Example:

Working Days: 22

Billable Hours per Day: 4

Total Billable Hours =

$22 \times 4 = 88$ hours

Step 4: Calculate Your Base Hourly Rate

Formula:

Required Monthly Income ÷ Total Billable Hours

$\text{₹ } 70,000 \div 88 \approx \text{₹ } 795$ per hour

This is your base rate.

Step 5: Add Safety Buffer (Very Important)

Always add 20–30%.

Why?

- Clients negotiate
- Scope creeps
- Some months are slow
- You need growth margin

Example:

$\text{₹ } 795 \times 1.20 \approx \text{₹ } 954$ per hour

Rounded: ₹ 950–₹ 1000 per hour

That's your confidence rate.

Step 6: Project Pricing Formula

If a project takes 25 hours:

$$₹ 1000 \times 25 = ₹ 25,000$$

Now you're not guessing.

You're calculating.

Golden Rules for Pricing

- ✓ Never negotiate below your calculated baseline
 - ✓ Increase rates every 6–12 months
 - ✓ Charge for outcomes, not just hours
 - ✓ If every client says “yes” instantly, you’re too cheap
 - ✓ Confidence grows after clarity
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Final Thought

Freelancing is not about charging less.

It's about charging sustainably.

Use math.

Add a buffer.

Respect your time.

Built This Calculator?

I also built a free calculator that does this instantly:

👉 <https://freelance-rate-amber.vercel.app/>

About the Creator

I built this framework to help beginner freelancers in India avoid underpricing their work.

I share practical systems around:

- Pricing
- Career growth
- Freelance confidence

Connect with me on LinkedIn.

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