

# Pricing Calculator Worksheet

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## Section 1: Cost Inputs

Instructions: Fill in your numbers so you can calculate your minimum price per order.

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## Section 2: Minimum Price Calculation

Instructions: Use this formula so you don't undercharge.

Minimum price (after platform fee and tax/overhead):

(Base amount from hours x hourly value)  $\div$  (1 - platform fee %)  $\div$  (1 - tax/overhead %)

Or use: (Hours x Hourly value)  $\times$  1.25-1.5 to account for fees and overhead.

Your minimum price per order (\$): \_\_\_\_\_

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## Section 3: Market Check

Instructions: Research competitor rates in your niche. Write 3 competitor rates (e.g. Basic/Standard or single price). Then choose where you position: at market, above (premium), or below (volume to build reviews).

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Market range for my niche: \$ \_\_\_\_\_ - \$ \_\_\_\_\_

I will position: [ ] At market [ ] Above (premium) [ ] Below (volume)

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## Section 4: Package Builder

Instructions: Define your Basic, Standard, and Premium (or single package). For each: deliverable summary, price, delivery days. Align with the Pricing Strategy Worksheet (MD) and your gig listing.

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## Section 5: Add-ons and Notes

Instructions: List add-ons (e.g. extra revision, rush delivery) and price. Use the notes line to record why you chose this positioning or any follow-up (e.g. "Test Basic at \$X for 2 weeks").

Add-ons: \_\_\_\_\_

Notes: \_\_\_\_\_