

Pricing Calculator Worksheet

Section 1: Cost Inputs

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

Section 2: Minimum Price Calculation

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

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

$(\text{Base amount from hours} \times \text{hourly value}) \div (1 - \text{platform fee \%}) \div (1 - \text{tax/overhead \%})$

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

Your minimum price per order (\$): _____

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).

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

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

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.

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: _____