BUILDER TOOLKIT

Pricing worksheet

Work out a price from your costs, your time and the value to the customer.

Use it: Before you quote a client or set a price for a product.

Your floor (what you must cover)

Hours you expect it to take (add 30% for the unexpected)

Your hourly rate goal

e.g. What you need per hour, before taxes and tools

Tool and service costs

e.g. Hosting, domain, AI credits, subscriptions

Floor price = hours x rate + costs

The value (what it's worth to them)

Time or money it saves them each month

e.g. 8 hours of admin, 5 missed bookings

What that's worth per year

What they'd pay for the alternative

e.g. An agency, a hire, a subscription app

Your offer

Price (between floor and value)

Payment schedule

e.g. Deposit to start, balance at launch

Optional monthly retainer

e.g. Hosting help and small updates

What's not included

Fill it in with AI

Help me price a project. Ask for my estimated hours, hourly goal, tool costs, and what the project saves or earns the client. Calculate my floor price and the value range, suggest a fixed price and a payment schedule, and list what to write as not included. Show the maths.

https://digitalbuilders757.com/university/study/toolkit/pricing-worksheet