

# Freelance Pricing Worksheet

## Step 1: HOURLY RATE

### 1. Set your goal income

This should be the total of what you want to earn, after taxes.

**Annual Income Goal:** \$\_\_\_\_\_

### 2. Add your business expenses to your goal

**Annual Income Goal** x 30% **Expected Taxes** = \$\_\_\_\_\_

**Other Expenses:**

Item	Cost
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Total</b>	\$

**Annual Income Goal + Expected Taxes + Other Expenses** = \$\_\_\_\_\_

Divide that number by 12 to find your desired monthly income

**Desired Monthly Income** = \$\_\_\_\_\_



## 2. Add extra time for client communication

Project Hours  $\times$  20% = Client Communication Hours = \_\_\_\_\_

Project Hours + Client Communication Hours = Total Hours = \_\_\_\_\_

## 3. Calculate base price

Total Hours  $\times$  Hourly Rate = \$\_\_\_\_\_

### Consider moving the price UP if:

- The project has a rushed deadline
- You have special experience or credentials that will enhance this specific project
- The project is expected to return a specific profit over time; you can charge roughly 15% of that expected profit
- The project isn't your ideal type of work, and you find it more boring than other projects

### Consider moving the price DOWN if:

- The client is a friend
- You're short on work
- The project is helpful to your career or just plain fun, and you don't want to risk losing the job