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
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$
Annual Income Goal + Expected Taxes + Other Expenses = \$	
Desired Monthly Income = \$	

3. Determine your available hours

Expect roughly 25% of your time to go to promoting yourself.

Therefore, based on a 40-hour workweek, the average freelancer will have **120** hours available for client work each month.

4. Calculate your hourly rate

Desired Monthly Income / Available Hours = Hourly Rate = \$_____

As your experience grows, you can increase your annual income goal and your business expenses. This will allow your hourly rate to increase naturally over time.

Step 2: PRICING BY PROJECT

1. Write out the scope of the project

What will this project include? List each piece, and how many hours you think it will take. You can separate this by task (example: research, create, edit) or by part (example: introduction, body, conclusion). Include time for revisions, if necessary.

Task/Part	Hours
Pro	ject Hours

2. Add extra time for client communication

Project Hours × 20% = Client Communication Hours = _____

Project Hours + Client Communication Hours = Total Hours = _____

3. Calculate base price

Total Hours × 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 that 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