

Retainer pricing

Retainers are similar to fixed pricing packages, but they typically include services that can happen every month, that way you can charge for monthly recurring revenue.

$$\begin{aligned} &\text{How many hours you'll spend on each of the services and deliverables} \\ &\quad \times \\ &\quad \text{Hourly rate} \\ &\quad = \\ &\text{Minimum project price} \end{aligned}$$

INCLUDES SERVICES SUCH AS:

- Website hosting
- Site backups
- Website security and monitoring
- Software updates (for plugins, themes, and software)
- Security insights
- Support
- SSL certificates
- SEO
- Content marketing
- Content updates
- Social media marketing
- Email hosting

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Here's an example that Sara from [Sugar Creative Agency](#) shared with us:

Retainer A	Retainer B
Website hosting	Everything from Retainer A
Daily automated offsite backups	Site improvement suggestions
Software updates (theme, plugin, and core software updates)	Updates to anything on the site
Website security and monitoring	
SSL certificate	
Blazing Fast speeds	
\$40/month	\$100/month (up to 2 hours/months)



STEP 1:

Start listing out all the services your team can offer clients on a monthly basis, how many hours you'd dedicate for that specific service, and then how much to charge.

Monthly services	How many hours you'd dedicate a month	How much to charge





STEP 2:

Try building out another retainer, this time based on similar skill sets such as site management or marketing services.

Monthly services	How many hours you'd dedicate a month	How much to charge

Total:

Congrats! You just built out **two retainer packages** and now you're ready to share with your clients.

