Hourly Pricing

STEP 1:

Write down what your normal hourly rate is, or after doing some research, what you want your hourly rate to be.

$ _____

NOTE:

If you're just starting out, your hourly rate should be roughly two times what it was when you were working full-time with a company. To calculate this, you can divide your past annual salary by 1,920 hours (or a typical 40 hour work week x 48 weeks) and that's your hourly rate. We recommend anywhere from $75-$100 an hour, with $100 being a great starting place for agencies.

STEP 2:

Take that hourly rate from Step 1 and multiply it by your average number of hours per project.

It'll look something like this:

Hourly rate x average number of hours = **Your income**

_____ x _____ = $ _____

STEP 3:

Let's factor in your total number of clients to see what your annual income would be! To do this, you'll multiply your hourly rate by the average number of hours it takes to complete a project by let's say, 10 clients. It'll look something like this:

Hourly rate x average number of hours x total number of clients = **Your annual income**

_____ x _____ x _____ = $ _____

STEP 4:

Voila! You've calculated your new hourly rate!