

Per project pricing

Pricing based on the project is one of the easier ways to set your prices, because once you set it, the price doesn't change! Whether you have custom bundled services or are pricing based on a project, YOU get to set the amount you want to get paid. You should have a good idea and a decent amount of experience to know how much a typical project costs before creating a package.



STEP 1:

Start by listing out the services and deliverables for the project. Then, think about how many hours you'll spend on each of those services and deliverables (from start to finish!) and jot that number down in the second column. In the third column, write down your hourly rate. To calculate your minimum project price, multiply the number of hours by your hourly rate. It'll look something like this:

Project	How many hours you'll spend on it	Your hourly rate	Minimum project price
Web design	25	\$100	\$2,500
Web development	25	\$100	\$2,500
Branding	20	\$100	\$2,000
Web hosting			\$50

Minimum package price for all these services

\$7,500



Now you try it!

Project	How many hours you'll spend on it	Your hourly rate	Minimum project price
		\$	\$
		\$	\$
		\$	\$
		\$	\$

\$ Minimum package price for all these services _____

How many hours you'll spend on each of the services and deliverables x Hourly rate = Minimum project price



STEP 2:

With project pricing, you can quickly start to see the potential of your income. Let's say you took that package and rounded up \$500:

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

_____ x _____ = \$ _____





STEP 3:

Now, try keeping your minimum package price from Step 2, but increasing the number of clients, like this:

Package price x number of clients you plan to sell it to = Your income



STEP 4:

Woohoo, you've mapped out project packages for your next client! Whether you charge more for a package or book more clients, hopefully you can see how this makes it a little easier to estimate your income for the year and plan for the future.

