



# Pricing Calculator

How much money do you need to earn each month to replace your current income?

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What is your current or projected hourly rate?

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How much are you spending (or are planning to spend) on software?

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Any other expenses?

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Examples:

$\$30/\text{hour} \times 4 \text{ hours work} + 1 \text{ hour admin time} + 1/4 \text{ software cost} = \$200.00 \text{ per blog post}$

$\$30/\text{hour} \times 8 \text{ hours work} + 1 \text{ hour admin time} + 1/4 \text{ software cost} = \$320.00 \text{ per blog post}$

NOTE: I'm not suggesting charging by the hour - but it's good to keep in mind what you want to be compensated for your time when you're creating your packages.

# Packages

List out everything included with your offers. These will be the bullet points that make it crystal clear exactly what is included (and not included) in your offer.

Examples:

Notes:

## Entry Level (about 4 hours)

- Market, content, and keyword research
- 1,000 word blog post
- SEO optimized content
- Outbound links
- Delivered in fully editable Google document
- 1 round of edits
- Limit 4 per month

\$200 each

## Mid-Tier (about 6 hours)

- Market, content, and keyword research
- 1,000 - 1,250 word blog post
- SEO optimized content
- Outbound links
- Delivered in fully editable Google document
- 1 round of edits
- Meta description
- 3 social media graphics with captions
- 20 minute strategy call
- Limit 4 per month

\$275 each

## Top-Tier (about 8 hours)

- Market, content, and keyword research
- 1,250 - 1,500 word blog post
- SEO optimized content
- Outbound links
- Delivered in fully editable Google document
- 2 round of edits
- Meta description
- 3 social media graphics with captions
- Promotional email copy
- Blog images
- Upload to Wordpress or Square Space
- Schedule blog to go live
- 20 minute strategy call
- Limit 4 per month

\$350 each

Entry Level: \_\_\_\_\_

What do they get?

Bullet 1: \_\_\_\_\_ Bullet 5: \_\_\_\_\_

Bullet 2: \_\_\_\_\_ Bullet 6: \_\_\_\_\_

Bullet 3: \_\_\_\_\_ Bullet 7: \_\_\_\_\_

Bonuses: \_\_\_\_\_

Estimated time to do the work: \_\_\_\_\_ Your price: \_\_\_\_\_

Mid-Tier: \_\_\_\_\_

What do they get?

Bullet 1: \_\_\_\_\_ Bullet 5: \_\_\_\_\_

Bullet 2: \_\_\_\_\_ Bullet 6: \_\_\_\_\_

Bullet 3: \_\_\_\_\_ Bullet 7: \_\_\_\_\_

Bonuses: \_\_\_\_\_

Estimated time to do the work: \_\_\_\_\_ Your price: \_\_\_\_\_

Top Tier: \_\_\_\_\_

What do they get?

Bullet 1: \_\_\_\_\_ Bullet 5: \_\_\_\_\_

Bullet 2: \_\_\_\_\_ Bullet 6: \_\_\_\_\_

Bullet 3: \_\_\_\_\_ Bullet 7: \_\_\_\_\_

Bonuses: \_\_\_\_\_

Estimated time to do the work: \_\_\_\_\_ Your price: \_\_\_\_\_

Other: \_\_\_\_\_

What do they get?

Bullet 1: \_\_\_\_\_ Bullet 5: \_\_\_\_\_

Bullet 2: \_\_\_\_\_ Bullet 6: \_\_\_\_\_

Bullet 3: \_\_\_\_\_ Bullet 7: \_\_\_\_\_

Bonuses: \_\_\_\_\_

Estimated time to do the work: \_\_\_\_\_ Your price: \_\_\_\_\_