How to use the pricing calculator

Before you get started

35.00	**Inputs** – the numbers you'll put into the tracker
4.33	**Calculations** – how the tracker works out your numbers
100.00	**Outputs** – the price you should charge per service

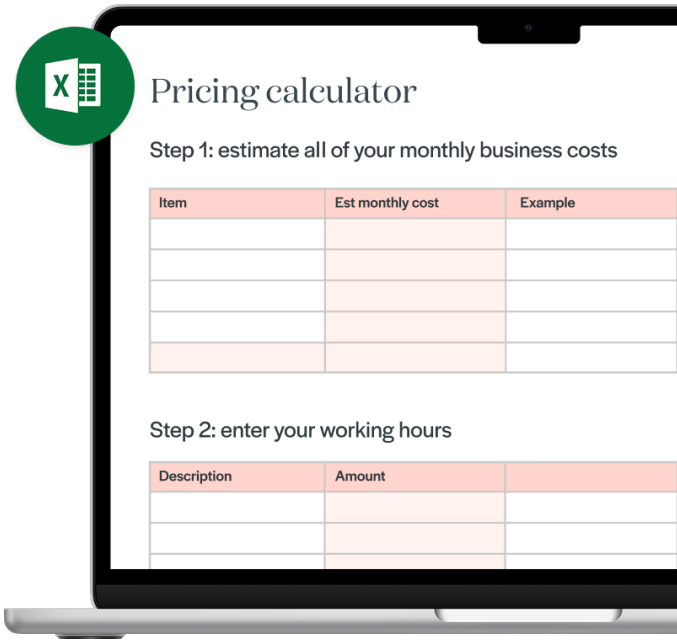
NOTE: the only cells in the tracker you should change are the inputs. If you change the calculations or outputs, the formulas will break and the tracker won't work properly.

IMPORTANT

Negative numbers: for hours that you can't charge against, like breaks, admin time and cancellations, enter that number as a negative, for example -5. Negative numbers will show up in brackets like this (5.00). If you forget the minus sign, the tracker won't work properly.

TOP TIPS

- Be conservative with costs and don't miss anything out.
- Let the calculator round your prices up to make them look more professional.
- Compare how your prices compare to similar businesses. If yours are too low, you might be underestimating costs; if too high, you may need to trim expenses.
- Update your sheet every 3 to 6 months or whenever your costs change.



Step-by-step guide

STEP 1: add your monthly business costs

- Start at **row 9** and enter your best estimates for each monthly cost
    - For example, rent, utilities, insurance, wages
- Your totals will show in **row 42** and should roughly match what you see in your accounting software, from your bookkeeper or in your bank statements each month.

STEP 2: enter your working hours and subtract non-client time

- In **row 50**, enter the total hours you work each week
- In **row 53**, subtract the hours you don't spend directly with clients
    - For example, things like admin, breaks, cancellations and cleaning
- In **row 54**, you'll see your total billable hours each month, this is time you can actually charge for.

STEP 3: see your break-even hourly rate

- In **row 62**, the calculator takes your total monthly costs and divides them by your billable hours.
- This is your break-even hourly rate – the amount you need to earn per hour just to cover costs and pay yourself – without making a profit.

STEP 4: add a buffer for tax, profit and the unexpected

- In **rows 70–72**, choose sensible percentages for tax, profit and a cushion for unexpected costs and slow weeks.
- **Row 73** totals these percentages and adds them to your break even rate to give you a realistic hourly rate.

STEP 5: price your services

- In **rows 80-99**, list all your services and add more rows if you need
    - **Column C:** service name
    - **Column E:** time it takes in hours
- **Column F** uses your realistic hourly rate
- **Column G** calculates your service price by multiplying the time by your rate
- The calculator will automatically round your prices to clean, confident numbers.