

# HOW TO PRICE YOUR FREELANCE SERVICES CHEAT SHEET

## 5 BASIC WAYS TO PRICE YOUR SERVICE

(we recommend checking out your competitors/industry first before moving forward)

1

By hour

2

By day

3

Retainer  
package

4

Commission

5

Value-based

### Set your annual salary goal

Divide the number of working hours in a year by your salary to price your services.

EXAMPLE

Hours per year:	Goal:	Your service price:
1840 hours	\$60,000 per year	\$32.60/hour

### Charging by hour or day:

Follow the 60%-40% Rule

Typical freelancers have **40% non-billable** and **60% billable** hours of work.

#### Unbillable hours:

Finding new clients, replying to emails, invoicing, running marketing campaigns.

#### Billable:

The actual work.

**Using the example above, get paid for unbillable hours with the 60% - 40% rule:**

60% of 1840 hours per year = 1104 billable hours  
\$60,000/1104 hours = \$54.34 per hour – your new hourly rate.

### Retainer package

A retainer is an agreed number of hours, words, or projects each month, only getting paid for what you complete.

The use-it-or-lose-it retainer is a fixed monthly price regardless of the amount of work given to you.

### Commission

If your client earns, you earn. Downside: You're not in control, and if the project flops, you don't make any money.

### Value-based

You don't charge per day or hour; You charge for your worth. Use your discovery sessions to assess the client's needs to determine how you can be of value to them and the cost for your services.



TAILOR  
BRANDS

## BONUS

Want to make more money?

### RAISE YOUR RATES

After working **4-6 months** with a client and giving the client's results they want, consider **raising your rates**.

### UP-SKILL YOURSELF AND INCREASE YOUR VALUE

Add more skills to your **CV** and gain more value for your clients.

