

Pricing Worksheet Template

- Research/Concept**
- Design**
- Production**

SCOPE OF WORK:

What is included – number of concepts, revisions, meetings, etc.?

[Be specific; if the client presses for a lower price, explain that will mean reducing the scope of work, and anything exceeding the scope will require a price adjustment.]

Add (or subtract) for the following:

+ or - %

Project management – Formerly called “ADMIN.” If not itemized within a phase, add 10-15%.

[Once upon a time, this was called “admin,” covering everything from phone calls to photocopies to travel time.]

Maintenance – Possible extra time that will go into the job based on client personality, company politics or bureaucracy; add 5% to the estimate.

[Some clients need more hand-holding or “education” than others.]

Proposals/Prospecting – Cover the cost of new business by including a 3-5% cost in all project estimates.

Aggravation Factor – Discretionary and based on experience; if a client or their organization have a history of delays, disorganization or simply too many tiers of approvals, add 5-10%.

Learning Curve – Assess a nominal upcharge for learning a client’s business, industry, products, etc.

[You should absorb the costs for new technology and acquiring agency skills.]

Competition – If a pitch is highly competitive, review and adjust your price 10-15% downward to keep your bid “in the ring.”

[If you feel you have to go lower to compete, it’s probably not worth bidding.]

Range the Price – Submitting a ranged price gives you leeway to raise the final cost based on the project exceeding scope, or reducing it because it went more smoothly than anticipated.

[Some client procurement departments may prefer ranged pricing, but be prepared to submit firmer pricing where necessary.]
