

Creating a Pricing Menu Worksheet

Step 1: Determine the Value

A. Name of Service:

B. What value can you offer through the delivery of this service (think about your target clients' typical goals)

C. What additional value can you offer through your firm that is not tied to this service (think customer service)

D1. What variables do you need to account for?

D2. Which approach will you use to account for the variables?

E. What type of fee arrangement will you use for this service

F. What, if anything, did your market research reveal about the market for this service?

Step 2: Assign a Price

G. What is your initial price for this service?

Step 3: Identify your Target Monthly Revenue

H. What is your target monthly revenue?

Step 4: Assign Effort and Adjust

I. What amount of effort goes into providing this service - small, medium, or large?

J. If this was the only service you offered, how many of these services could you realistically handle each month (not necessarily from start to finish)?

K. Divide your target revenue by the number you just wrote down in Box J. What \$ do you get?

L. How does the price you wrote down in Box G compare with the price you wrote down in Box K?