

Project Pricing Template For Researchers

| Task | # of hours | | Direct costs |
|---------------------------------------|------------|--|--------------|
| Prep, background research | | | |
| Web /social media research | | | |
| Fee-based online research | | | |
| Focus groups, surveys | | | |
| Telephone research | | | |
| Manual research | | | |
| Purchase of documents, reports | | | |
| Subcontracting expenses | | | |
| Analysis, review of information | | | |
| Preparation of deliverable | | | |
| Review | | | |
| Client meetings, phone calls | | | |
| Other relevant time/expenses | | | |
| | | | |
| Total hours * your hourly rate | | | |
| Total direct costs * 1.2 | | | |
| Total MINIMUM budget | | | |
| | | | |
| Additional value-pricing factor of X% | | | |
| | | | |
| Final budget | | | |

(include project management time)

(example: \$150/hour)

(example: 30%)