

Pricing For Solopreneurs

Module 2: Setting Your (Minimum) Hourly Rate HOMEWORK

Download and complete the Hourly Rate Calculator (a copy is on the next page). Remember to **estimate generously**; you will be surprised by how expenses add up. If you don't budget adequately or if you don't have as much income as you planned, your salary will take the hit!

Minimum Hourly Rate Calculator

Non-reimbursable expenses & overhead		NOTES
Association membership	\$	Association membership: AIP and your clients' key association
Conferences	\$	Conferences: cost to attend two professional conferences - AIP and your clients' key event (registration, travel, hotel, meals)
Insurance	\$	Insurance: health, general liability, disability
Magazine subs, books	\$	Magazine subscriptions, books: 1 business paper and your clients' key sources
Office equipment	\$	Office equipment: assume new laptop every 3-4 years, plus ~\$500/year for software
Office supplies/expenses	\$	Office supplies/expenses: telephone, ISP, web hosting, email list hosting, premium social media accounts, etc.
Online subscriptions	\$	Online subscriptions: annual fees, any non-transactional expenses you can't bill back
Professional fees	\$	Professional fees: CPA, bookkeeper, attorney, coaching, etc.
Rent	\$	Rent: Can base it on % of floor space if you work from home
Retirement fund contributions	\$	Retirement fund contributions
Salary	\$	Salary: what you want to pay yourself
Profit	\$	Profit: 10% of your salary (this is what funds growth and risk-taking!)
Taxes	\$	Taxes: set aside at least 35% of anticipated salary
Other expenses	\$	Other expenses specific to your situation
Total expenses, salary, overhead	\$	
# of hours/week you work		
# of billable hours/year		(half your working hours/week multiplied by 45 weeks)
Total expenses / # of billable hours/year	\$	Your MINIMUM hourly rate, before value-pricing