

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 subscriptionsL 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 floorspace 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