

**Module 4: Profitably Pricing a Project  
HOMEWORK**

Create your own project pricing spreadsheet, based on the example you downloaded (also reprinted on the next page), and modified for your specific needs. Take a project you have already done and re-do the budget, using your template. How did the budget change?

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## Pricing For Solopreneurs

### Project Pricing Template

| 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 | \$         | - |              |
|                                 |            |   |              |
| Final budget                    | \$         | - |              |

(include project management time)

(example: \$150/hour)

(example: 50%)