

“KNOW WHERE TO PUT THE MARK”

A CREATIVE PRICING WORKSHEET

SECTION 1: TIME REALITY CHECK

This is where creatives usually lie to themselves

Project Name:

Type of Work (art, photography, design, etc.):

TIME SPENT (Be honest)

Concept & ideation: _____ hours

Research & prep: _____ hours

Creation / production: _____ hours

Revisions & refinements: _____ hours

Finishing, delivery, admin: _____ hours

TOTAL HOURS: _____

*Reminder: If you didn't track it, estimate high.
Underestimating only hurts you.*

SECTION 2: YOUR HOURLY FLOOR (NOT YOUR CEILING)

Minimum hourly rate you would accept
doing ANY job:

\$ _____ / hour

Hourly rate you WANT to earn doing
creative work:

\$ _____ / hour

*If these numbers are the same,
that's a signal—not a failure.*

SECTION 3: BASELINE PRICE CALCULATION

Total Hours × Desired Hourly Rate

_____ hours × \$ _____ / hour =

\$ _____ (BASELINE PRICE)

This is not “expensive.” This is math.

SECTION 4: HARD COSTS (NON-NEGOTIABLE)

List every cost that comes out of your pocket:

Materials: \$ _____

Equipment wear / rental: \$ _____

Framing / finishing: \$ _____

Printing / production: \$ _____

Shipping / delivery: \$ _____

Software / subscriptions (portion): \$ _____

TOTAL HARD COSTS: \$ _____

SECTION 5: TRUE PROJECT PRICE

Baseline Price: \$ _____

+ Hard Costs: \$ _____

TRUE PRICE: \$ _____

*If this number scares you—good.
That's where growth lives.*



SECTION 6: VALUE ADJUSTMENT (THE CHALK MARK)

Check any that apply:

- Specialized expertise
- Rare skill or style
- Years of experience
- Tight deadline
- High visibility usage
- Client doesn't want revisions
(they want certainty)

Value Adjustment (% or flat):

\$ _____ or + _____ %

FINAL PRICE: \$ _____

You are not charging for time. You are charging for knowing where to put the mark.

SECTION 7: CLIENT REALITY CHECK

If a client says "That's too expensive," ask yourself:

- Can they afford it but don't value it?
- Do they want the result without the process?
- Are they simply not my client?

*Not every "no" is rejection.
Sometimes it's alignment doing its job.*

SECTION 8: PERSONAL PRICING MANIFESTO

I believe my creative work is worth:

I will no longer price my work based on:

I commit to charging with confidence because:

(Sign it. Seriously.)

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