MODULE 5: PRICING, PACKAGES AND PROPOSALS

Your three-tier price sheet

Lesson: Module 5 workshop: a three-tier price sheet · about 20 minutes

Complete each step for your own business to produce a draft price sheet you can test this week.

Your business (name, service, main city):

1. **Calculate your hourly floor: annual overhead plus owner pay, divided by the client hours you can sell in a year.**

2. **Write your three tiers: name, one-line description, inclusions with numbers and price.**

3. **For each tier, estimate hours and direct costs, then calculate contribution per hour against your floor.**

4. **List your add-ons and off-peak rate, each with its price and any limits.**

5. **Write your terms block: all-in statement, HST wording, service area, payment schedule, date hold and validity date.**

6. **Name two people who will do the one-minute test and the date you will publish the sheet.**

Check: can you now

- Calculate an hourly contribution floor and test each package against it
- Assemble a three-tier price sheet with add-ons, an off-peak rate and a terms block
- Check the sheet for all-in pricing, HST wording and consistency before publishing

One change you will make this week