SPECIALIST TRACK: MARKETING FOR PHOTOGRAPHERS, VIDEOGRAPHERS AND CREATIVES

Collection pricing calculator

Lesson: Pricing collections · about 15 minutes

Work out your real costs, then design three collections that steer clients to the one you want to sell.

Your business (name, service, main city):

1. **Calculate your target hourly rate: target income, annual overhead, billable hours and the result.**

2. **For each of your three collections, list shooting, travel, editing hours and hard costs, and calculate the floor price.**

3. **Name your target collection and explain why most clients should choose it.**

4. **Set your published prices for all three and the margin over floor for each.**

5. **List any mandatory fees you currently charge separately and how you will fold them into all-in prices.**

6. **Write your off-peak collection and your travel terms.**

Check: can you now

- Calculate the true cost and hours behind each collection, including editing and products
- Design three collections with a clear anchor, a target package and sensible add-ons
- Present prices that meet Canada's all-in pricing rules and Ontario consumer protection basics

One change you will make this week