

# Pricing worksheet.

Project cost will vary based on five key factors.

## **Value:** Overall importance

Determine if the project is very important, high level, high exposure— or if it's not important at all. Just a simple project that isn't worthy of a large investment in time or cost.

## **Budget:** How much *money* to invest

Every project requires a certain amount of time and money to create. Important ones take more time/cost, and less important projects take less time/cost. Try to determine roughly what you think you'd like to invest in the project. Remember that the money is used for creative time and talent, graphic design time, image and artwork creation, royalties and rights, sound, and more...

## **Quality:** How much *effort* to invest

As with anything, you get out what effort you put in. If it's not very important, you don't need to invest much effort in it. But if it IS important, then you really want the right effort invested for a successful outcome. Things like rounds of edits, time spent on design, additional versions, and quality level of talent are all important here...

## **Scale:** How big it is

Is it going to be a big project or a simple, small project? Not just the literal 'dimension size' of the piece, but the size of the *entire job*— time spent, required team members, all the pieces, how long the pages are, how many components, etc... Look at the big list of all the project pieces when it's imagined complete, and ask— is this a BIG or small project?

## **Extras:** Additional work required

Will the project require additional revisions and rounds of edits to perfect it— or none more than a simple, standard set of 3 rounds of simple edits? Consider also all the other add-ons, such as additional pages and artwork, SEO and analytics, photography, sound, music/scores, printing, and additional talents/third party vendors...