## The Cost Curve.

What does it cost?

Project cost will vary based on five key factors: Value, budget, quality, scale, and "extras."

## Standard

## \$Low

Basic

- Not very valuable or important
- Low budget
- Nothing fancy (simple quality)
- Small project
- Not many extras
- \$500-\$1K price range example
- LESS WORK
- FEW EDITS
- Valuable, reasonable exposure
- Average/medium budget
- Good quality, important
- Average, medium in size

A few extras to help it work well
price range example

- AVERAGE AMOUNT OF WORK
- STANDARD EDITS


## \$High

\$20K+

## Advanced

- Very valuable, high profile, important!
- Higher budget
- Excellent quality, very important
- Larger in size, more to it
- More extras, more work, more changes
- \$20K+ price range example
- A LOT OF WORK
- MORE EDITS

$$
\begin{aligned}
& \text { Value: Overall importance } \\
& \text { Budget: How much money to invest } \\
& \text { Quality: How much effort to invest } \\
& \text { Scale: How big it is } \\
& \text { Extras: Additional work required }
\end{aligned}
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So a project's cost is relative to the overall solution value, and what you're willing to invest in it.

