



Introduction to Pricing Your Services

During this course, we'll look into how to set your prices to plan for future growth. It is hard to make a budget or set pricing if you don't know what you're spending time or money on. This course will be most useful if you have tracked your time for both billable hours and administrative tasks such as scheduling and emails. You will also need your purchase history for the last few months to a year. Each module covers a specific topic regarding pricing. We put them in the order we think works best, but you can skip around however you'd like.

About Our Courses

Each module includes a content video, examples of how our sample businesses applied the concepts, and an activity to help you apply the idea to your own business. For this course, the main activity will be a budgeting spreadsheet. To use it, you will need a computer or tablet with Google Sheets, Microsoft Excel or another spreadsheet program. The spreadsheet can be filled out online through Google Sheets or downloaded as an .xls file for any other spreadsheet program.

Note: While you do need a Google account to open the documents, you do not need a google account to fill out the forms. The PDFs can be opened on any phone, tablet or computer. If you don't have a printer, many local libraries will let you print a few pages for free, whether or not you have a library card. Most library computers will also have a spreadsheet program such as Excel that you can use. When in doubt, ask a librarian for help.

If you're learning on the go, all videos can be downloaded to your phone, tablet or computer for watching offline. The transcript and audio files for each video are also included at the end of the modules so you can learn in whatever way works best for you and your schedule. In addition, all videos are kept to ten minutes or less so you can easily fit them into your schedule. You can turn on closed captioning or adjust the speed of your video in the settings.

Now let's take a look at what each module covers...

Modules

- **Module 1: Making a Business Budget**
 - In this module, we will go over the terms and definitions that will be used throughout the course. Then we'll look at how to start your budget and track expenses so you can evaluate your pricing structure.
- **Module 2: Pricing Your Services**
 - Trades tend to vary in terms of pricing, and it's hard to know how much to charge when you start your business. In this section, we'll cover what key things go into your pricing. This will help you build a pricing structure that covers your expenses and allows you to keep pricing consistent for your clients. In addition, you'll learn how to adjust your budget so it matches the amount of work you can do.
- **Module 3: Writing Estimates, Pricing Sheets and Project Scopes**
 - In this module, we will differentiate between estimates, pricing sheets, and project scopes. We'll break them down into templates that you can tailor to your business, allowing you to have a streamlined and efficient process for each project.
- **Module 4: Am I Making Enough Money?**
 - This section will determine if you are making enough money to cover your overhead, slow seasons, and future plans. We will go into the difference between cash flow and profit and how to track your profit over time. You'll also come up with different key performance indicators that you can use to know whether you're on track to meet your business goals.
- **Module 5: Future Planning**
 - Planning for the future is often overlooked since you tend to be preoccupied with the day to day tasks. As a business owner, you need to know how much you'll need for expenses down the road so you can plan for how to afford them. In this module we will discuss making a five year plan, and how to handle your personal and business taxes.
- **Module 6: What's Next?**
 - In our final module, we will go over the key takeaways for this course and create short term goals so you can apply what you've learned to your business!

By the end of this course, you'll have a business budget that works on paper, transparent pricing for your services, templates for estimates and project scopes, and learn a few different planning methods for future growth. As you work through the course, remember, you can always drop into our coworking sessions for additional support. Check our website for upcoming dates and times.