

Pricing Worksheet for Small Business Owners

Pricing gets easier when you have a place to put the numbers. This worksheet walks you through the math, section by section, so you can stop second-guessing what to charge.

Section 1: Product or Service Details

Product/Service Name:

Description:

Section 2: Direct Costs (Per Unit)

Item	Amount (\$)
Materials	
Packaging	
Shipping Supplies & Postage	
Production Labor	
Total Direct Per Unit Cost	

Section 3: Monthly Overhead

Expense	Amount (\$)
Rent and Workspace	
Software and Subscriptions	
Utilities	
Insurance & Certifications	
Other Expenses	
Total Monthly Overhead	

Units sold per month: _____

Overhead per unit = Total Overhead ÷ Units = \$ _____

Section 4: Marketing Costs

Category	Amount (\$)
Ads	
Email Marketing	
Branding & Design Costs	
Promotions	
Total Marketing Costs	

Marketing cost per unit = Total ÷ Units = \$ _____

Section 5: Your Time

Hours per product/service: _____

Desired hourly wage: \$ _____

Labor cost per unit = Hours × Hourly Wage = \$ _____

Section 6: Total Cost Calculation

Cost Category	Amount (\$)
Direct Costs (Per Unit)	
Overhead per Unit/Service	
Marketing per Unit/Service	
Your Time (Owner Labor)	
Other Considerations (platform fees, transaction fees)	
Total Cost	

Section 7: Profit Margin

Desired profit margin percentage: _____%

Final Price Formula: Final Price = Total Cost ÷ (1 - Margin)

Your Price: \$_____

Section 8: Market Check

Competitor price range: \$_____ to \$_____

Positioning: Budget Mid-range Premium

Adjusted price (if needed): \$_____

Section 9: Reflection

Does this price cover all costs? Yes No

Does it pay me fairly? Yes No

Does it align with my brand and market? Yes No

Next Steps

Prices change when your costs do or markets shift. Come back to this worksheet whenever something changes, and scan the QR code if you want a walkthrough.

SCAN FOR THE FULL GUIDE



Scan the QR code for step-by-step instructions.