Pricing Health Check

Run this once a year, or any time you feel busy but not better off

1. Know your floor

- [ ] I know my target annual income (what I want to pay myself, before tax).
- [ ] I know my total annual overheads, every cost of keeping the business running.
- [ ] I know my REAL billable hours, after leave, quoting, admin and travel.
- [ ] I have calculated the floor rate I need just to break even on my goals.

2. Know your margin

- [ ] I know my gross margin and net margin percentages.
- [ ] I track margin by job, client or product, not just total revenue.
- [ ] I know which jobs, clients or products are actually the most profitable.

3. Pricing method

- [ ] Cost-plus: my price covers costs, time, overheads AND a profit.
- [ ] Value-based: I price bigger or higher-value work on the result, not my old hourly rate.
- [ ] Market: I have sense-checked my price against competitors (without just copying the cheapest).

4. Review triggers

- [ ] I have reviewed or raised my prices in the last 12 months.
- [ ] I am not discounting to win work (a discount comes straight off margin).
- [ ] If I am booked out weeks ahead, I have considered that my price may be too low.

5. If you sell products

- [ ] I know my cost of goods sold per unit, landed (including freight).
- [ ] I understand markup is not the same as margin (50% markup = 33% margin).
- [ ] I have factored in wastage, storage and the time it takes to sell.