



# PRICING STRATEGY WORKSHEET

Try each of the following pricing strategies for your business offering.

## COMPETITION-BASED

Strategy Score (Low, Med, High)	
What do you need to know? List questions here.	
How will you evaluate your competition?	
Will you differentiate between your product/service types?	

## COST-PLUS

Strategy Score (Low, Med, High)	
What do you need to know? List questions here.	
What factors affect your cost?	

## FREEMIUM

Strategy Score (Low, Med, High)	
What others in your industry using this?	
What can you "give" away?	
What would you then charge for?	

## HOURLY PRICING

Strategy Score (Low, Med, High)	
Categorize the hours you spend (i.e. prep, delivery, clean-up)	
How many hours does each service require?	
What are reasonable rates for hours by category?	

## PROJECT BASED PRICING

Strategy Score (Low, Med, High)	
What do others pay for the same project?	
What are the phases of the project and how long will it take?	
Will you need resources for the project and what will their rates be?	

## VALUE-BASED PRICING

Strategy Score (Low, Med, High)	
What is the impact of doing nothing about this problem?	
Who are the stakeholders and are the decision-makers directly affected?	
Can you measure negative return on investment? (i.e. "we save you \$XX)	