

TOOL 05

Pricing Worksheet

Build pricing with logic, not guesswork.

Service Definition

Service name _____

Treatment time _____

Consultation time _____

Setup / cleanup time _____

Follow-up time _____

Direct Treatment Costs

Pigment _____

Cartridge / needle _____

Prep / numbing products _____

Gloves / disposables _____

Barrier materials _____

Aftercare product _____

Other _____

TOTAL DIRECT COST _____

REMEMBER

The visible product cost is only one part of a sustainable service price. Time, overhead, education, equipment and administration also matter.

TOOL 05 • CONTINUED

Build the Full Price

Indirect Business Costs

Rent / room allocation _____

Utilities _____

Marketing _____

Equipment wear _____

Education / training _____

Admin / booking time _____

Taxes / payment fees _____

TOTAL INDIRECT COST _____

Time Value

Total hours per service _____

Desired hourly value _____

TIME VALUE TOTAL _____

Final Calculation

Direct costs _____

Indirect costs _____

Time value _____

Minimum sustainable price _____

My chosen price _____

Positioning Check

☐ Matches my current skill level

☐ Reflects model / intro / regular stage

☐ Supports business sustainability

☐ I have a future price-increase plan

LYDIA'S PRO TIP

Low pricing may attract bookings, but unsustainable pricing damages confidence, quality and long-term business stability.