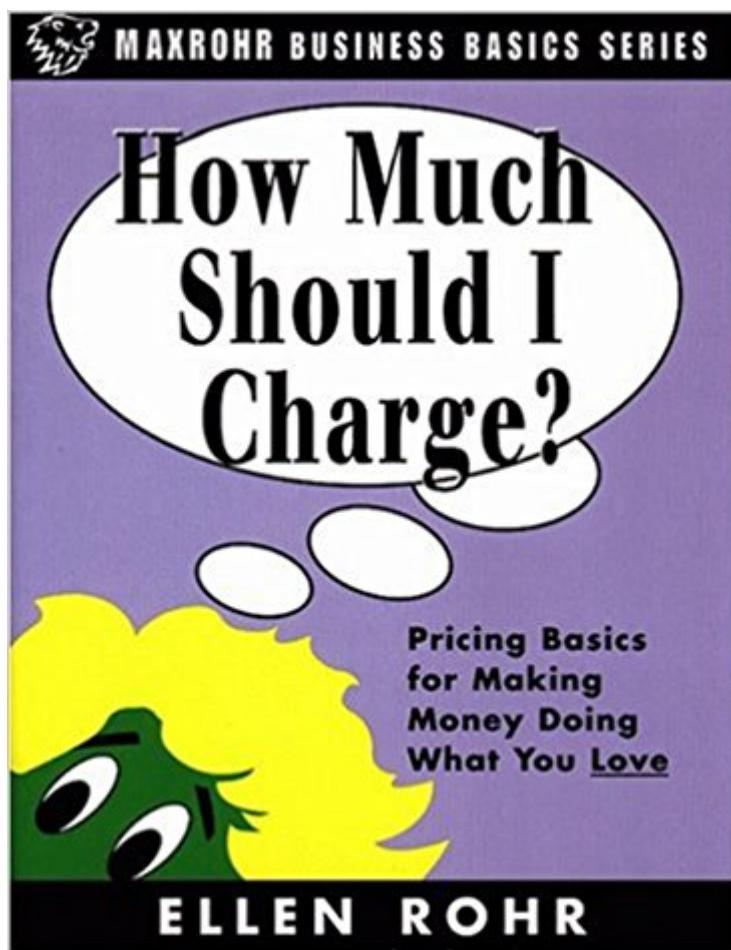


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# How Much Should I Charge?: Pricing Basics For Making Money Doing What You Love



## Synopsis

How Much Should I Charge? Bare Bonze Biz

## Book Information

Series: MAXROHR Business Basics

Paperback: 99 pages

Publisher: Maxrohr; 1 edition (May 1999)

Language: English

ISBN-10: 0966571916

ISBN-13: 978-0966571912

Product Dimensions: 11 x 8.6 x 0.4 inches

Shipping Weight: 8 ounces

Average Customer Review: 4.5 out of 5 starsÂ  [See all reviewsÂ \(13 customer reviews\)](#)

Best Sellers Rank: #812,684 in Books (See Top 100 in Books) #56 inÂ Books > Business & Money > Management & Leadership > Pricing #2194 inÂ Books > Business & Money > Marketing & Sales > Sales & Selling #4550 inÂ Books > Business & Money > Finance

## Customer Reviews

I've been a self employed remodeling contractor for 10 years. I've read lots of business books. This one is, in my humble opinion, one of the best. In "How Much Should I Charge" Ellen Rohr explains the folly of setting a price for your professional services based on the going rate (what others are charging for similar services). Quoting business sage Frank Blau, she makes the point that being "Busy is easy. Profitability is difficult. And there is only one way to be profitable. Charge more for your services than it costs to create them." Yeah, it's a basic point, but do you know what YOUR break-even cost per hour is? I didn't either, and that's a common problem in the service trades. If you don't know your costs of being in business, how can you determine a realistic price for your services? A price that allows you to get ahead, not just tread water. In this book Ellen tells you how to create a selling price based on real numbers. She explains things like overhead and budgets and profit and billable hours and all of that. And the really commendable thing about it is that she manages to present all of this information in an entertaining, easy-to-read manner. There is a lot of rock solid common sense and fundamental business wisdom here and it's not boring or hard to follow like in so many other business books. You can't read this book without being challenged to reevaluate the approach you take to pricing your services. For most service professionals, that's a reevaluation that is sorely needed.

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