

Figuring out pricing when you are first starting out can be daunting and there are a few different ways you can price. With this way, you will need to find out your industry standard for markups as well as look at your competitors and what their charging to figure out a fair price. One that allows you to make a profit and pay yourself.

I've included an Adjusted Price prompter, like all industries, when you have a certain level of experience or talent or market demand you can charge more or less than the calculated Sell Price. If you don't have much experience, it is fair to charge a little less than the industry average, but please don't stay here too long. Each new financial year and end of year, raise your prices in line with your experience so you can keep doing what you love.

If you're extra keen to understand what you should be pricing break down three of your most typical completed weddings and check what it actually costs you compared to what you charged.

COST OF GOODS SOLD	CALCULATIONS
MATERIAL	
STOCK	
FREELANCERS / STAFF	
SUPER / WORKERS COMPENSATION	
PACKAGING	
OTHER	
OTHER	
TOTAL AMOUNT	
MULTIPLY BY	
SELL PRICE	
ADJUSTED PRICE	

*Remember COGS are your DIRECT costs for that wedding.