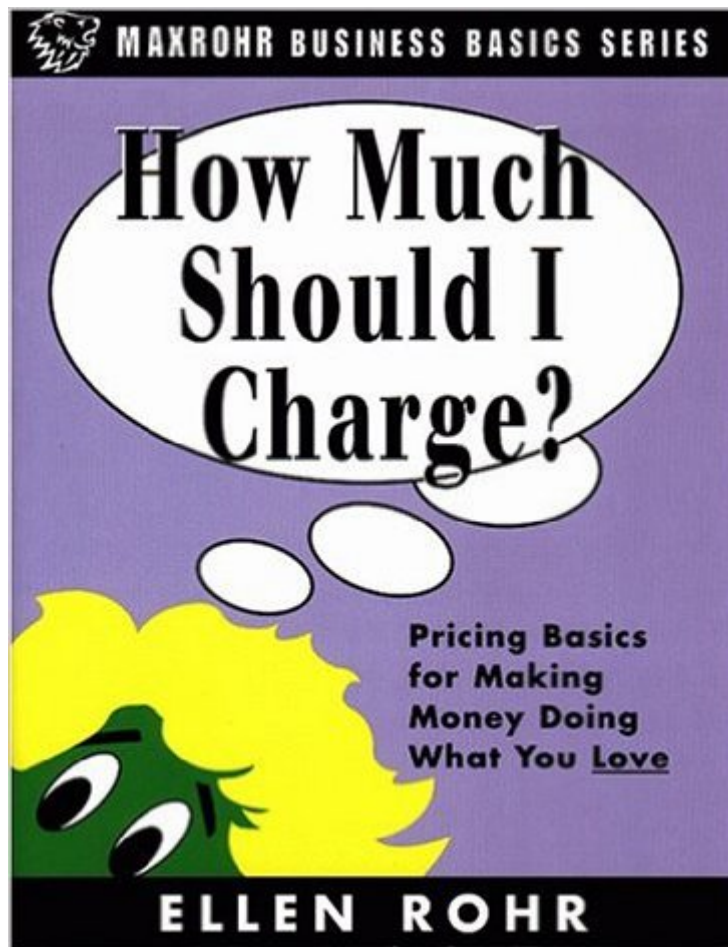


The book was found

# 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 stars [See all reviews](#) (13 customer reviews)

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

[Download to continue reading...](#)

How Much Should I Charge?: Pricing Basics for Making Money Doing What You Love Money:  
Saving Money: The Top 100 Best Ways To Make Money & Save Money: 2 books in 1: Making  
Money & Saving Money (Personal Finance, Making Money, Save Money, Wealth Building, Money)  
Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set:  
Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance &  
Life Success) Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance,  
Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) [  
ENDOMETRIOSIS: THE COMPLETE REFERENCE FOR TAKING CHARGE OF YOUR HEALTH  
THE COMPLETE REFERENCE FOR TAKING CHARGE OF YOUR HEALTH ] By Ballweg, Mary  
Lou ( Author) 2003 [ Paperback ] Money Management Tips: Control Money Don't Let It Control You  
(Budgeting your money, How to save money tips, Get out of debt fast, Live cheap, Debt free, Spend  
less) Don't Know Much About History, Anniversary Edition: Everything You Need to Know About  
American History but Never Learned (Don't Know Much About Series) How to Make \$100K Out of  
College: Discover the 6 Simple Insider Secrets to Making 6 Figures a Year Doing What You Love  
The Reluctant Entrepreneur: Making a Living Doing What You Love Stuff Every Man Should Know  
(Stuff You Should Know) Money: How to earn money with : Earn \$5000 per Week Part Time using  
the power of Arbitrage with Liquidation Products on (How to make money ... on , How to make  
money with ) How to Hide Money During a Divorce: How to Hide Assets, How to Hide Money From  
Husband, How to Hide Money From Creditors, How to Hide Money During Bankruptcy) Pricing  
Money: A Beginner's Guide to Money, Bonds, Futures and Swaps Graphic Artist's Guild Handbook  
of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines)  
RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's  
Pricing Guide: Residential & Remodeling Costs) RSMeans Contractor's Pricing Guide: Residential  
Repair & Remodeling 2014 (RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling  
Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing  
Journey: The Organizational Transformation Toward Pricing Excellence Smart Pricing: How Google,  
Priceline, and Leading Businesses Use Pricing Innovation for Profitability Strategic Pricing for  
Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics

[Dmca](#)