



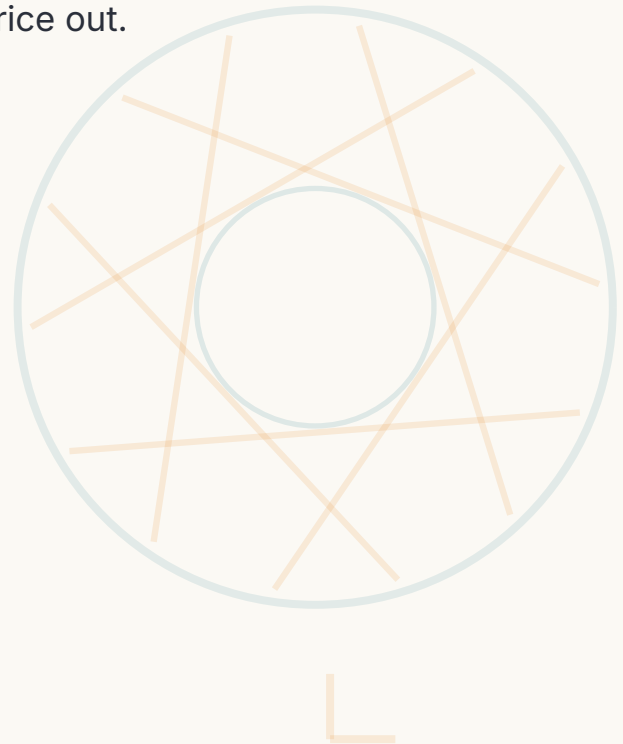
ARDENT WORKSHOP

AN ARDENT WORKSHOP PRODUCT

# Pricing Calculator

A free tool — your costs in, a defensible price out.

Free · from Ardent Workshop



# What a package costs to deliver — the number to price from

This free calculator does one thing well: it prices a single package up from real cost. Enter your cost per hour, the shoot, editing, and prep hours, the direct costs, and a target margin — it returns a recommended price and the effective hourly you'd actually earn.

## THE EDITING HOURS DECIDE THE PRICE

A one-hour session with four hours of editing is a five-hour job — price all five. Your cost per hour already covers overhead and the salary you set, so the margin on top is real profit. The effective hourly strips away sticker size and tells you which packages actually pay.

## How to use the calculator

- 1 Open Session-Package-Pricing-Calculator.xlsx (Excel, Google Sheets, or LibreOffice), or use the web version on the page you downloaded it from.
- 2 Enter your cost per hour — your all-in cost per billable hour (overhead plus the pay you want, over the hours you can bill).
- 3 Enter the shoot, editing, and prep hours the package takes, and its direct costs (second shooter, album, travel, rental).
- 4 Set a target margin and read off the recommended price and the effective hourly you'd earn.

## WANT THE WHOLE STUDIO, NOT JUST ONE PRICE?

This free tool prices one package. The Photographer / Videographer Studio Ops Workbook runs the whole studio — a Cost of Doing Business tab that feeds every price, a Package Pricing builder for all your offerings, a booking calendar with deposits and balances, a per-shoot profitability log, and a dashboard, in one connected spreadsheet (Excel, Google Sheets, or LibreOffice). [Get it at ardentworkshop.com](https://ardentworkshop.com) >

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