



THE PRACTITIONER TABLE

BUSINESS SUPPORT & COMMUNITY FOR PRACTITIONERS

PRICING WORKSHEET

Who is my demographic?

1. young children within families
2. teenage children within families¹
3. Mothers/Fathers within families
4. Single parents
5. singles
6. full time working couples
7. disabilities
8. low socio economic status
9. Retirees

What do the 5 “closest professional colleagues” charge per hour in my area?

- 1.
- 2.
- 3.
- 4.
- 5.

What are my business expenses per week/month/year?

Rent:

Electricity:

Supplies:

Tax:

Memberships:

Advertising:

Ongoing training:

Other.....

Emotional Aspect:

Now the truth - what are my own strengths and what do I provide to people?

Strengths:

- 1.
- 2.
- 3.
- 4.
- 5.

What value does my service provide to my clients?

Time:

Health:

Relationships:

Financial potential:

Would would be the ideal amount I would like to charge if there were no barriers?

How much is reasonable based on the other therapists in my area and demographic?

How much do I need based on expenses?

Now find that middle ground!