

Project Costing Sheet

Marketing & Advertising

Document type: Financial model / analysis · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a project cost and price from discrete inputs — effort by role, third-party costs, expenses, contingency and margin — so one-off projects are quoted profitably. Use it to price a project. For ongoing work use the Retainer Pricing Model.

Purpose of this tool & output

Cost a project from discrete effort and expenses

How the output is used

Use it to cost a project from discrete effort and expenses — a costing sheet that shows the real margin before you quote.

Who should vet it

A finance or delivery lead, to confirm the effort and expense build-up before you quote the project.

Important cautions

Estimate; scope changes should trigger a re-quote.

Companion documents

- Agency Pricing Model Advisor
- Retainer Pricing Model
- Agency P&L Modeller
- Team Utilization & Capacity Analysis
- Agency Rate Card Builder
- Agency Working-Capital Planner

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.