

Project Cost Calculator

Photography & Videography

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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

Computes the true cost and suggested price of a shoot from discrete inputs — crew days and rates, editing hours, equipment/rental, travel/stay, album/prints and margin — so you never underquote a project. Use it before quoting. For the rate framework use the Pricing Model.

Purpose of this tool & output

Cost a shoot from discrete inputs

How the output is used

Use it to cost a shoot from discrete inputs — a project cost calculator across crew, gear, travel and editing so you price to profit.

Who should vet it

A finance-savvy studio owner, to confirm the cost inputs before you quote the shoot.

Important cautions

Include editing hours, travel/stay and your own time — these are the most under-costed items that turn a seemingly-good quote into a loss. Never quote below the floor price.

Companion documents

- Pricing Model
- Quotation & Proposal Builder
- Value-Based Pricing Strategy
- Price Negotiation & Objection Handling
- Package Price Optimization
- Seasonal & Demand Pricing

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.