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Pricing Model

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

Builds a pricing model from discrete cost drivers — your time/day rate, crew, editing hours, equipment/travel and album/print cost, plus target margin and value — so packages are priced to be profitable, not underquoted. Use it to set prices. For a specific job use the Project Cost Calculator.

Purpose of this tool & output

Price on cost, value and market — not guesswork

How the output is used

Use it to price on cost, value and market — a pricing model that sets prices from real cost and value, not guesswork.

Who should vet it

A CA or finance-savvy studio owner, to confirm the prices cover cost and time with a real margin.

Important cautions

Photographers routinely under-cost their own time and editing hours (the biggest hidden cost); price on true cost including editing, then add value/market — do not just quote a round number below the cheapest freelancer.

Companion documents

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

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