

FREE PRICING CHECKLIST

The Event *Pricing* Checklist.

The 12 questions to answer before you quote any event, so you never undercharge again.

FREE DOWNLOAD

A QUICK WORD

Most event professionals do not have a pricing problem. They have a confidence problem wearing a pricing costume. You guess a number, hope it sounds reasonable, and quietly hope the client says yes before you have to defend it.

This checklist ends the guessing. Work through these twelve questions before you send any quote, and your price will be built on real numbers, not nerves. Charge properly, protect your profit, and quote without that sinking feeling.

BEFORE YOU QUOTE, ANSWER THESE

- ☐ Have you listed every real cost this event will incur, including materials, transport, and any hires?
- ☐ Have you priced your own time by the hour, not treated it as free?
- ☐ Have you included the hours of planning that happen before the event day?
- ☐ Have you added a buffer for the unexpected, usually 10 to 15 percent?
- ☐ Have you built in an actual profit margin on top of covering costs?
- ☐ Do you know your minimum price, the number below which you will walk away?
- ☐ Have you checked what similar professionals charge, without simply copying them?
- ☐ Does this price reflect your experience and the quality you deliver?
- ☐ Have you decided your deposit amount and payment terms in advance?
- ☐ Have you written down exactly what is and is not included at this price?
- ☐ Are you presenting one clear price, not an anxious menu inviting haggling?
- ☐ Can you state this price out loud, calmly, without apologising for it?

ONE MORE THING

You are *ready.*

If you answered no to even three of these, you have almost certainly been undercharging. That stops now.

The full system for pricing every event with confidence, including frameworks, scripts, and package structures, lives inside Price Like You Mean It. When you are ready to make this permanent, it is waiting for you at thediaryofaneventgirl.com.

Structure with soul. Strategy with personality. Experiences with intention.

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