



GROWTH AND PLANNING

Agency pricing review worksheet

A pricing review worksheet for checking service cost, delivery effort, margin, positioning, and the assumptions behind a sustainable price.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

Your pricing no longer feels connected to the effort it takes to deliver.

WORK THROUGH THE CHECKLIST

- ☐ 01 **List core services**

- ☐ 02 **Calculate delivery effort**

- ☐ 03 **Review direct costs**

- ☐ 04 **Set margin targets**

- ☐ 05 **Check market position**

- ☐ 06 **Choose one pricing experiment**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.