

MARKETING MENTOR

Your Resource for Creative Business Growth

OVERHEAD WORKSHEET

Calculate what it takes to run your business each year

AUTO

Fuel _____
Insurance/Registration _____
Car Payment/Lease _____
Parking _____
Repairs/Maintenance _____
Other Transportation Costs _____

Subtotal _____

INSURANCE

Health And Dental _____
Liability _____
Worker's Comp _____

Subtotal _____

OFFICE EXPENSES

Internet _____
Phone _____
Mobile Phone _____
Webhosting _____
Rent _____
Utilities _____
Supplies _____
Equipment _____
Software _____

Subtotal _____

TRAVEL

Hotels _____
Airfare _____
Rental Cars _____

Subtotal _____

MARKETING

Email Marketing _____
Postage _____
Printing _____
Client Dining _____
Client Gifts _____
Copywriting _____

Subtotal _____

PROFESSIONAL FEES

Accounting _____
Lawyer/Legal Fees _____
Bookkeeping _____

Subtotal _____

EMPLOYEES

Salaries _____
Medical Benefits _____
Taxes _____
Other Employee Costs _____

Subtotal _____

OTHER EXPENSES

Subtotal _____

TOTAL OVERHEAD

Add all subtotals

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FIND YOUR HOURLY RATE

Calculate what you need to charge to stay in business

- 1 Target Salary _____
- 2 Estimated Taxes _____ (30% of number from above)
- 3 Total Salary _____ (Line 1 + Line 2)
- 4 Estimated Hours _____ (Full time: 52 wks x 40hrs/wk = 2080 hours)

Now that you've figured out what your base costs are per year, you need to determine the yearly profit you'll need to pay for it. To do this, estimate the number of hours you'll work. In an ideal world, you'd work 40 hours a week and bill for all 40 hours. Realistically, no one works this many hours per year, and many hours that are worked are not billable, so deduct the following:

- A Vacation _____ (Example: 2weeks x 40hours/wk = 80)
 - B Sick _____ (Example: 8days x 8hours/day = 64)
 - C Holidays _____ (Example: 10 Days x 8hours/day = 80)
 - D Pitching/Networking _____ (Example: 48 weeks x 7 hours/wk = 336)
 - E Business Management _____ (Example: 48 weeks x 2 hours/wk = 96)
 - F Administrative/Other _____ (Example: 48 weeks x 7 hours/wk = 336)
- 5 Total billable hours _____ (Line 4 minus Lines A, B, C, D E and F)
On average your billable time will be 50-75% of your hours worked.
 - 6 Hourly Salary Rate _____ (Line 3 ÷ by Line 5)
(Example: \$40,000 in Salary ÷ 1,184 hours = \$33.78/hour. Note: Every 10K in cost = \$10 hourly)
 - 7 Overhead Cost per Hour _____ (Total from Overhead Worksheet ÷ Line 5)
 - 8 Salary + Overhead Rates _____ (Line 6 + Line 7)
 - 9 Profit _____ (Line 8 x 10%)

YOUR HOURLY RATE

_____ (Line 8 + Line 9)