



Virtual Assistant Professional Development



How to Establish Your Fees

By Melanie O'Kane

© 2007

Virtual Assistant Professional Development

How to Establish Your Fees

**By Melanie O’Kane, President
MAD Typing and Consulting
Madison, Wisconsin**

<http://www.mad-typing-and-consulting.com>

©2007 - All Rights Reserved

No part of this publication may be copied, redistributed, reproduced, altered, sold or otherwise used without the express written permission of the author.

Table of Contents

| | |
|----------------------------------|------|
| Forethought | (4) |
| Guidelines to Consider | (6) |
| Competitor Analysis | (8) |
| Now What? | (13) |
| Pricing Methodology | (14) |
| Giving Phone Estimates | (16) |
| Hidden Costs | (19) |
| Discounting Yourself | (20) |
| Under-pricing | (21) |
| Another Misconception | (22) |
| Cost of Living & Doing Business | (25) |
| Pricing Exercise | (27) |
| Pricing Exercise: Expenses | (28) |
| Pricing Exercise: Billable Hours | (38) |
| Pricing Exercise: Profit | (40) |
| The Fee Formula | (42) |
| Are You Competitively Priced? | (48) |