

# 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)