

## *Doula Pricing Worksheet*

<b>Annual Expenses</b>	
Business License	
Name Registration	
Business Entity	
Marketing	
Web site hosting	
Domain names	
Advertising	
Business Cards	
Other	
Insurance	
Professional Memberships	
UDA	
DONA International	
Other	
Continuing Education	
Event #1	
Event #2	
Office Supplies	
Mileage for interviews <small>56 cents per mile, maximum distance</small>	
Office Supplies	
Birth Bag and Supplies	
<b>Subtotal of Business Expenses</b>	

Projected number of clients this year	
<b>Divide subtotal business expenses by number of projected clients</b> You'll put this number on another line below - where the diamond is	
<b>Cost of Providing Services</b>	
Mileage 56 cents per mile, multiplied by the number of trips included. Use your maximum distance you are willing to go.	
Child care Estimate average length you are gone	
Client Gift	
Handouts & Other Consumables	
<b>Subtotal cost of services</b> Write this number where the club is below	
Desired Annual Income from business {before taxes} Keep in mind taxes will take approximately a third of your take home income.	
Projected number of clients this year	
Divide desired income by # of clients Write that number where the heart is below.	
<i>The Final Tally</i>	
♦ Business Expenses per client	
♣ Cost of Providing Services	
♥ Profit Per Client	
<i>Your Price Is.....</i>	