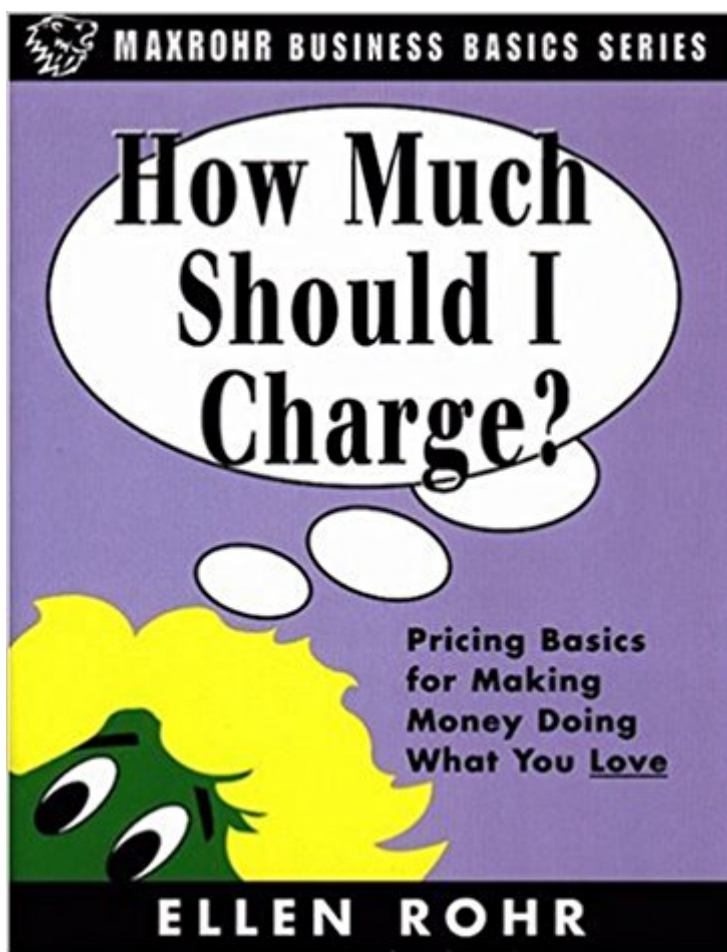


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# How Much Should I Charge?: Pricing Basics For Making Money Doing What You Love



## Synopsis

How Much Should I Charge? Bare Bonze Biz

## Book Information

Series: MAXROHR Business Basics

Paperback: 99 pages

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Average Customer Review: 4.5 out of 5 stars 14 customer reviews

Best Sellers Rank: #1,126,677 in Books (See Top 100 in Books) #70 in Books > Business & Money > Management & Leadership > Pricing #2755 in Books > Business & Money > Marketing & Sales > Sales & Selling #6129 in Books > Business & Money > Finance

## Customer Reviews

How Much Should I Charge? Bare Bonze Biz

Ellen is a very bright woman who has years of experience to prove it in the plumbing industry especially on the service side. She is a great asset to small business owners. The greatest thing about Ellen is she is very approachable all you need to do is pick up the phone or send an email and she's willing to help any small plumbing company get off the ground. If you just want to hide out in the background and learn from someone this is a perfect book to start out with along with where did the money go you should buy that book first. If you're starting a plumbing, sewer and drain, or HVAC company this along with where did the money go is a must read.

Has alot of good info and I like the soft cover and size of the book as well.

Writing this review in part to respond to the person who said the 5-star people must be family members. Not at all. Simply people who perhaps didn't take a business course in high school (do they have those courses now?), or didn't understand accounting as it was presented in college, or never thought they would be considering self-employment after 20 years of picking up a

paycheck. After eight years of part-time home business, I have missed grasping the difference between billable hours, overhead costs, and profit. I am most grateful that I had the sense to pick this book up at the library ("doing what you love" caught my eye) and now I am here buying it, and its companion. It took no time at all to read *How Much Should I Charge*, and perhaps buying it is a waste of money. I get the concept now. However, I have spent a lot of time not understanding the concept, and I won't be surprised if the finer points evaporate before I complete all the price-development exercises. I can make \$30 back in one adjusted price on a piece of art. I am envious, perhaps, of people who intuitively understand the relationship between effort and costs and pricing. Those people will waste their time and money with this book. I'm almost tempted, however, to buy in bulk and give copies away as project-end gifts to a number of contractors I know who, like me, flail when it comes to understanding the connection between their work and their income. Their rates may go up, but they will be more likely to stay in business...

I have been reading several books on the science/art of pricing products and services. I actually ordered this book by mistake. (Sorry Ellen!) The cover made me think it was too goofy, to "entry level" for me. After all, I have been in the consulting business for years. But, I could not put the book down. It took me less than a day to get through the book and the exercises Ms. Rohr included. The manner in which this book is written, a story of a lady interested in starting a business and talking with her business savvy friend, is fantastic. By the time I was done my jaw was on the floor. I was astonished to see the true cost of running my business laid out before me. Figuring out my "break-even point" was a real eye opener and has drastically affected the rates I now charge for my services. The value of this book to anyone struggling to effectively price their goods or services will far outway the cost. The information Ms. Rohr provides can be applied to any industry / business.

Ellen is very successful in business, so you are getting practical knowledge, a how to, from someone who has actually been successful in business. After 32 years in our family business, we are just now learning some of Ellen's topics. Get all 4 books. Thanks Ellen, Crystal

Really makes you think. Easy to read. Compelling book.

I was recommended this book and now I'm recommending it. This book gives simple guidelines on how to determine what your actual selling figures should be based upon your actual numbers. Good reading for anyone just starting their own business.

The book is not absolutely horrible.... its just so fundamentally basic as to be elementary. The principal message: add up all of your expenses along with how much you want to earn and simply make certain that you charge customers/clients more. Hummmm... food for thought. If you've ever taken a business class in high school (not to mention college, an MBA program, or have any business experience at all), this book is beneath you. Otherwise, the book has been well-written and well-illustrated. Grade: C-/D+

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