



Pricing Guide for Desktop Publishing Services: Street Smart Pricing for the Small Business Entrepreneur (How to Price Graphic Design and Dtp Services)

Robert C. Brenner

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A handy guide for using cost, productivity and profit to set prices that work. Pricing methods include by the hour, by the page, and by the job. Desktop publishing examples show the reader how to generate production time standards and budgeted hourly rates for flat rate pricing. Lists typical times to perform job functions. Includes cost and break-even analysis, maximum profit formulas, creative pricing strategies, subtle ways to raise price, countering cutthroat competition, estimating, bidding and negotiating techniques. Tables, sample forms, and charts. Free software offer in book.

The new and revised **Pricing Guide for Desktop Services**, contains more how-to tips, tricks, strategies and rules of thumb that can double or triple your business within a year. Based on great ideas from our own customers, we've expanded the original material to include production time standards, step-by-step budgeted hourly rates, rebate and coupon strategies, maximum income potential, and much more. We also added more examples, charts and figures. This 382-page, perfect bound book is packed with proven ideas for making pricing work for you.

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