

EMERGE

PRICE TRANSPARENCY

Ethical & sustainable pricing is one of the modules within EMERGE and a practice that is important to me. Sadly, pricing in the coaching industry is often done randomly with absurd results—paired with manipulative marketing strategies, this is an absolute no-go for me.

On the other hand, customers often don't have full understanding of how much work, time and resources flow into the creation of an offer / service.

So let's get transparent about that!

PRICING

SURVEY

The average hourly rate for a self-employed graphic designer in Germany is 67€. The hourly rate for coaching varies from 50—200€ (and more) an hour, depending on the field and qualification.

Based on my level of experience and my wish of wanting to keep my work accessible, I am currently charging 75€/h.

EXPENSES

OVERVIEW

SERVICE		VALUE
Zoom 1:1 Coaching Sessions	75€ x 18h	1.350€
Hands-On Support Visual Identity / Website	75€ x 6h	450€
Text / Voice Messaging Support	37,5€ x 12h	420€
Work Sheets for Planning & Strategizing	37,5€ x 12h	420€
Preparation Coaching Sessions	75€ x 12h	840€
		3.600€

Please keep in mind that this is a only rough overview. Taxes & social charges are not included in this chart. That means the amount you pay me is not what I will be able to keep eventually.

PAYMENT

OPTIONS

Usually I take 50% of the total price as a deposit at the beginning of the collaboration and the other half upon completion of the project.

If this is not possible for you, I am open to work out a more flexible payment plan.