



The Perfect Pricing Formula™

Companion Worksheet to Free Training



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This workbook will show you whether your pricing is actually working. It will not fix it.

Most people can calculate this number. Very few can build a business that holds it.

This worksheet gives you space to calculate your **Minimum Aligned Price™**. What it reveals is where your pricing stops working.

Use the steps inside to:

- Define your billable capacity
- Calculate your Minimum Aligned Price (MAP)™
- See where your pricing breaks

This workbook will show you your number.

It will not show you how to build a business that can hold it.

If you already know you don't want to figure that out on your own, [The Pricing Reset Session](#) is where we do that work directly.

Use This Space to Fill In Your Numbers

Your Minimum Aligned Price™ = (Business Expenses + Desired Salary) ÷ Billable Hours

Plug in your numbers

Component		Source	Your Number
A		Business Expenses	Page 4

B	+	Desired Salary	Page 5

	=	Total Annual Need (A + B)	

C	÷	Billable Hours	Page 6

	=	Your Minimum Aligned Price™ (Total Annual Need ÷ C)	\$

If your current pricing is below this number, your business is covering the difference.

If your current pricing is this number or slightly above this number, your business will never grow.

And this is where most people get stuck.

Business Expenses

List every recurring and essential expense your business needs to run well – nothing gets hidden, skipped or minimized. This is on an annual basis.

Tech & Tools

- Software Subscriptions (CRM, design, project management, etc.)
- Website Hosting & Domain
- Email Marketing Platform
- Online Course Platform
- Scheduling Tools
- Cloud Storage

Professional & Legal

- Insurance (Business Liability, E&O, etc.)
- Tax Preparation & Filing Fees
- Business Registration & Licenses
- Legal Services (contracts, trademarks, compliance)
- Accounting / Bookkeeping Support

Growth & Development

- Education & Training (courses, certifications, coaching)
- Conferences & Events (travel & tickets)
- Industry Memberships & Subscriptions

Team & Support

- Independent Contractors (Assistants, Designers, etc.)
- Employees, Payroll Taxes, Worker's Comp
- Management/HR Tools (e.g, Gusto, Bamboo HR)

Wellness & Sustainability

- Health Insurance
- 401k Match or Retirement Contributions
- Wellness Stipends or Coaching

Your Desired Salary

This is the number you want to pay you – consistently, sustainably, and unapologetically. This is *not* your take-home amount. This is your **gross salary target** – the total amount your business needs to pay you before taxes, benefits, or retirement contributions.

How to Calculate It (Start Here)

1. Start with your real-life **monthly** living expenses.

Include your real-life rent/mortgage, groceries, utilities, personal subscriptions, childcare, debt payments – all of it.

-
-
-
-
-
-
-

2. Add what you want to contribute toward:

- Taxes (federal, state, self-employment)
- Retirement (401k, IRA, etc.)
- Personal savings or investments
-
-
-

Total Monthly Expenses (Add all of the numbers from 1 & 2 together)

\$ _____

Multiply by 12

x 12

Annual Gross Salary (“B” – insert this number on Page 2)

\$ _____

Billable Hours

Your time is your most valuable resource. Before you calculate what to charge, you need to define how much of your year is actually available for client work.

Use this section to *intentionally* subtract non-billable time like weekends, holidays, vacations, and sick days.

This is about accuracy.

This defines what your business can actually sustain.

Total Days in a Year	365	
Subtract: Weekends	(104)	
Subtract: Holidays (You Decide)	()	
Subtract: Vacation Time (You Decide)	()	
Subtract: Sick Time (You Decide)	()	
Total Working Days in a Year		_____
Convert to Total Working Hours (x 8 Hours)	x 8 hours	
Total Working Hours in a Year		_____
Total Working Hours in a Year (from above)		_____
Multiply Your Billable Percentage (start with 80%)		x 80%
Total Billable Hours in Year		_____
Total Working Hours in a Year (from above)		_____
Subtract: Total Billable Hours in a Year		()
Equals: Total Non-Billable Hours in a Year (“C” – insert this number on Page 2)		_____

You now have all the components of your Minimum Aligned Price™.

It’s time to pull it all together.

Return to Page 3 and complete the calculation.

Gut Check: What's Your Price Telling You?

You've just met your Minimum Aligned Price™ – not the number you wish you could charge, but the number that reflects what your life and business actually require.

Notice your reaction. That's part of the data.

These prompts show you where your nervous system cannot hold your pricing:

- When I saw that number, my first thought was: _____
- In my body, I felt (tight? excited? numb? nauseous? relieved?) _____
- I started to explain it away by telling myself: _____
- If I were to take this number seriously, what would need to change? _____
- What would it feel like to actually charge this and know it's aligned? _____

Reminder: You're not trying to get this "right." You're getting honest. This is data – not just about your pricing, but your relationship with *receiving*.

Knowing Your Number Isn't Enough

Most people stop here.

They calculate their Minimum Aligned Price™ – but their pricing still doesn't work.

Because pricing isn't just a number.

It's a structure your business has to hold.

Most service providers aren't undercharging anymore.

Inside *Why Your Pricing Still Doesn't Work (Even When You're Charging Enough)*, you'll see exactly where your pricing breaks – after you've set the number.

- Why raising your rates didn't solve the problem
- Where your pricing breaks after the sale
- How your time, offers, and delivery model impact your income
- What's actually missing between your number and your results

If your number looks right but your business doesn't reflect it, this is the next step.

[Why Your Pricing Isn't Working](#)



About Linda Hunt

I'm Linda Hunt – founder of SumSolutions, and author of The Money Conversation.

I help service-based business owners fix the gap between what they charge and what their business actually delivers.

Because most pricing problems aren't about the number.

They're about whether your business is structured to support it.

For over two decades, I've worked with founders who are:

- Experienced
- In demand
- And still not seeing their income reflect the level of work they're doing

Not because they're doing something wrong – but because their pricing, offers, and delivery were never designed to hold it.

My work focuses on:

- Aligning pricing with real capacity
- Building structures that protect time and energy
- And creating financial systems that support sustainable growth

So your business pays you properly – and continues to do so as you scale.

