

The Cost Curve.

What does it cost?

\$High



Project cost will vary based on five key factors: Value, budget, quality, scale, and “extras.”

\$Low

\$1K+/-

Basic

- Not very valuable or important
- Low budget
- Nothing fancy (simple quality)
- Small project
- Not many extras
- \$500-\$1K price range example
- ▶ **LESS WORK**
- ▶ **FEW EDITS**

\$2.5K+

Valuable—but spend a little more than a low budget piece. Not enough budget for a middle solution.

\$Average

\$5K+

Standard

- Valuable, reasonable exposure
- Average/medium budget
- Good quality, important
- Average, medium in size
- A few extras to help it work well
- \$5K price range example
- ▶ **AVERAGE AMOUNT OF WORK**
- ▶ **STANDARD EDITS**

\$10K+

More valuable than average, but not quite enough budget as a high end, advanced solution.

\$20K+

Advanced

- Very valuable, high profile, important!
- Higher budget
- Excellent quality, very important
- Larger in size, more to it
- More extras, more work, more changes
- \$20K+ price range example
- ▶ **A LOT OF WORK**
- ▶ **MORE EDITS**



Value: Overall importance
Budget: How much money to invest
Quality: How much effort to invest
Scale: How big it is
Extras: Additional work required

So a project's cost is relative to the overall solution *value*, and what you're willing to *invest* in it.



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Pricing worksheet.

Project cost will vary based on five key factors.

Value: Overall importance

Determine if the project is very important, high level, high exposure— or if it's not important at all. Just a simple project that isn't worthy of a large investment in time or cost.

Budget: How much *money* to invest

Every project requires a certain amount of time and money to create. Important ones take more time/cost, and less important projects take less time/cost. Try to determine roughly what you think you'd like to invest in the project. Remember that the money is used for creative time and talent, graphic design time, image and artwork creation, royalties and rights, sound, and more...

Quality: How much *effort* to invest

As with anything, you get out what effort you put in. If it's not very important, you don't need to invest much effort in it. But if it IS important, then you really want the right effort invested for a successful outcome. Things like rounds of edits, time spent on design, additional versions, and quality level of talent are all important here...

Scale: How big it is

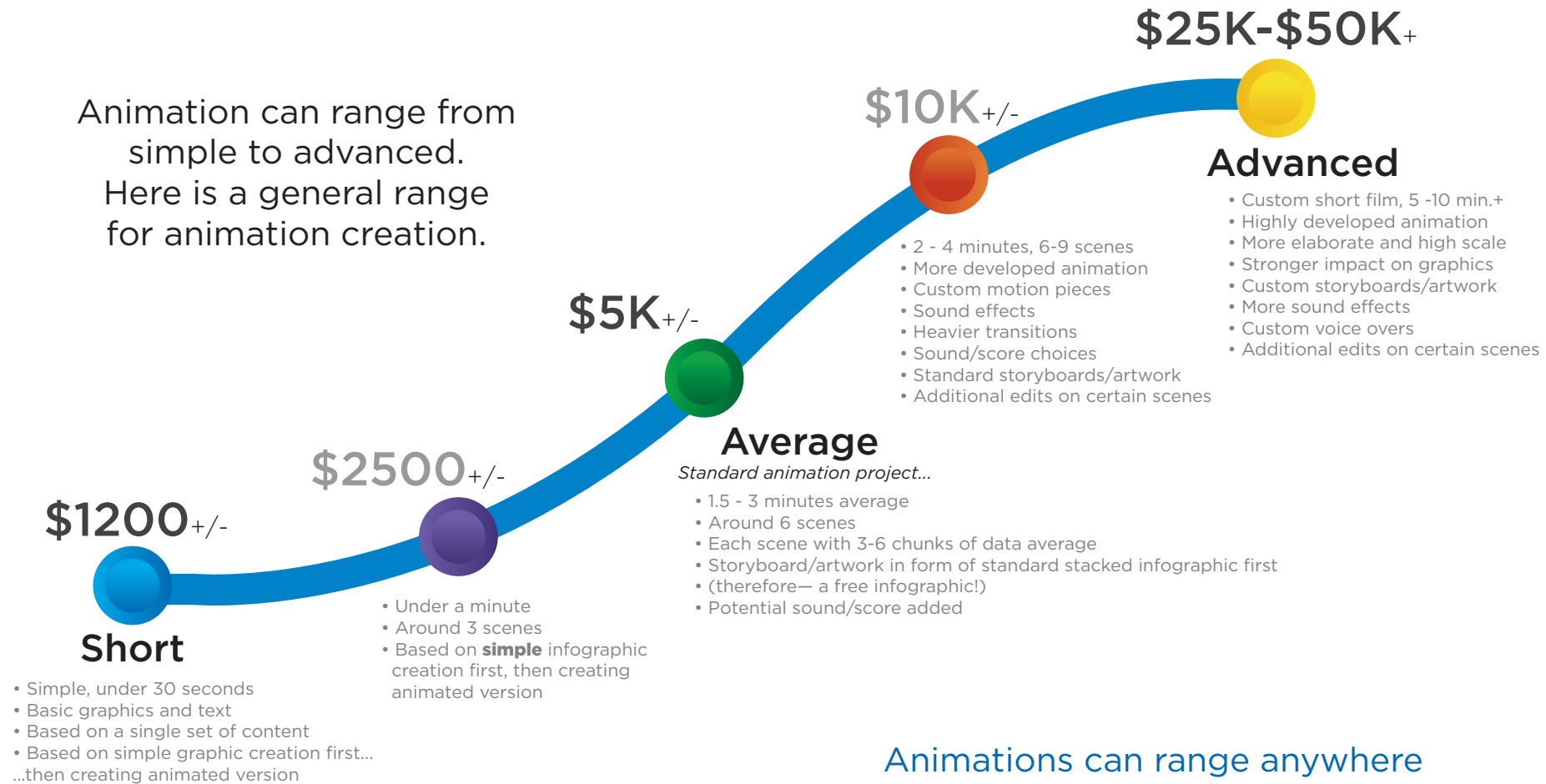
Is it going to be a big project or a simple, small project? Not just the literal 'dimension size' of the piece, but the size of the *entire job*— time spent, required team members, all the pieces, how long the pages are, how many components, etc... Look at the big list of all the project pieces when it's imagined complete, and ask— is this a BIG or small project?

Extras: Additional work required

Will the project require additional revisions and rounds of edits to perfect it— or none more than a simple, standard set of 3 rounds of simple edits? Consider also all the other add-ons, such as additional pages and artwork, SEO and analytics, photography, sound, music/scores, printing, and additional talents/third party vendors...

The Animation Cost Curve.

Animation can range from simple to advanced. Here is a general range for animation creation.



Animations can range anywhere from around \$1200 to \$25K+



The Infographic Cost Curve.

There are a lot of variations with infographics (IG). Here is a general range for infographic creation.



Infographics can range anywhere from around \$500 to \$10K+



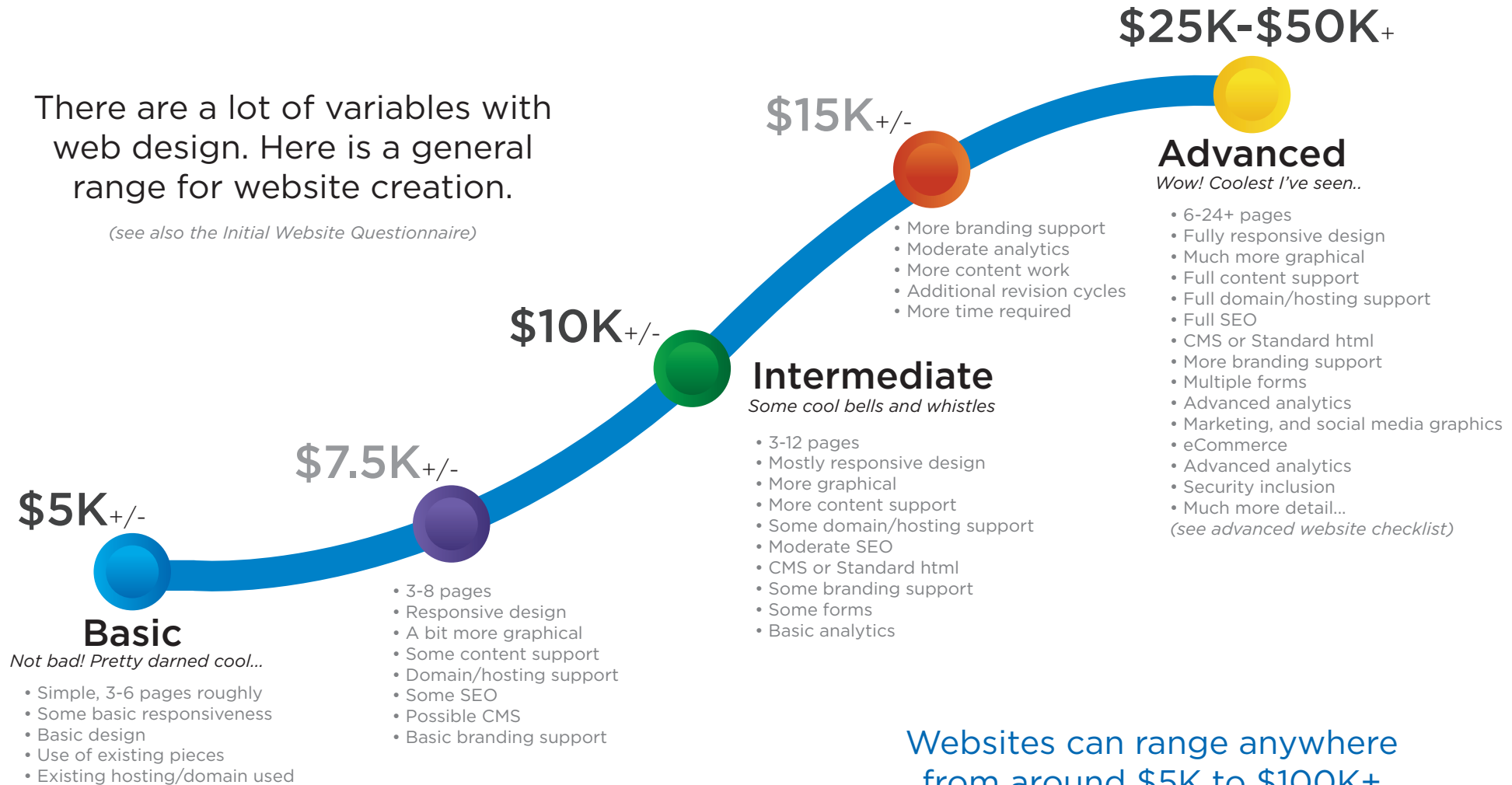
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The Website Cost Curve.

There are a lot of variables with web design. Here is a general range for website creation.

(see also the Initial Website Questionnaire)

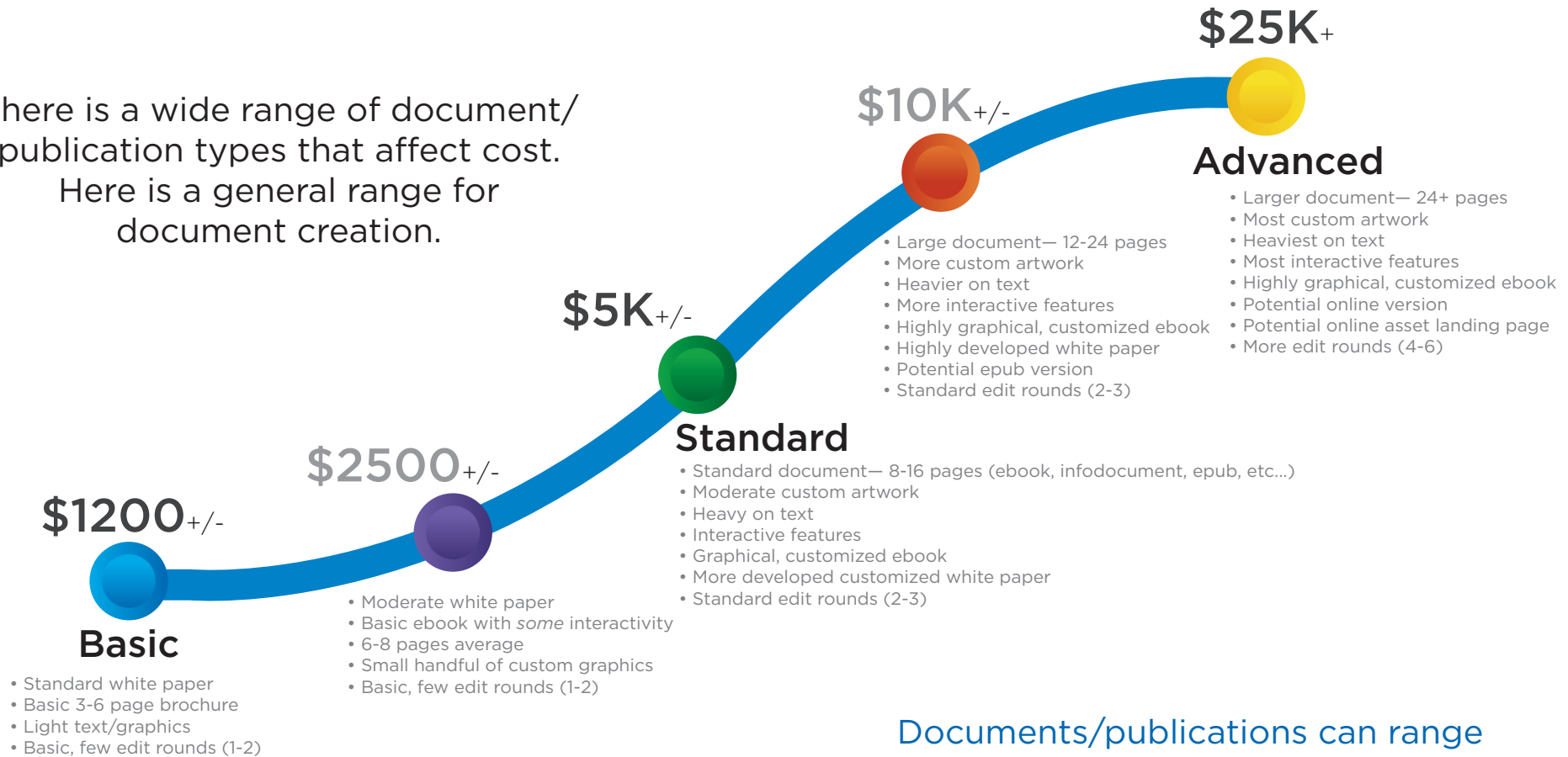


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The Document Cost Curve.

There is a wide range of document/
publication types that affect cost.
Here is a general range for
document creation.



Documents/publications can range
anywhere from around \$1200 to \$25K+



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Get free creative advice to help you create a successful project!

Contact me any time to help you figure out the ideal cost, the ideal project—the ideal success! Free creative coaching. Always has been, always will be.

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