



How to calculate your variable costs



workbook



Hello, I'm Kate from KMcakes.

Let's take the first step to pricing your products for profit.



Print out this workbook and use it alongside the online course to help you determine the variable costs of your products.

This free taster is an extract taken directly from the 'Pricing Foundations for Creatives' course.

If you enjoy this way of working, grab the full course here:

www.kmcakes.nl

VARIABLE COSTS



TASK

Choose one of your existing (or planned) products and fill in the chart on the next page with all the ingredients, materials and packaging you need to make that product

Work out the variable cost for this product following the instructions given in the online course in the Extra Details segment. In the full course you'll get a spreadsheet to do this for you automatically.

You may like to work out the variable costs for a few more of your products. There are extra sheets for this. I recommend choosing a lower value, a mid-range and a more luxurious product for now.

Timing

Note how many hours it takes you to make the product. If you are not sure, set a timer next time you make this product. Only count the hours you're actively working on the product. So don't count baking time if you can be working on other activities while your cakes are in the oven. But do count washing up time!

VARIABLE COSTS:

In the full version of the course you'll be given instructions where to record each of the numbers you've collected. Like this:

Choose one of the products you have worked out the variable costs for.



Fill in Field 3 of the calculator on page 9 with the number of hours it will take to make this product.

Fill in Field 5 of the calculator with the Variable Costs for this product

THE CALCULATOR

In the full version of the course as you work your way through the workbook, you'll collect all your numbers here, ready to put into the live calculator.

Fixed cost per week	<input type="text"/>	← Field 1
Billable hours I will work each week	<input type="text"/>	← Field 2
How many hours will it take to make this product	<input type="text"/>	← Field 3
Fixed cost to be covered by this product		
← Field 4		
← Field 5		
← Field 6		
← Field 7		
← Field 8		

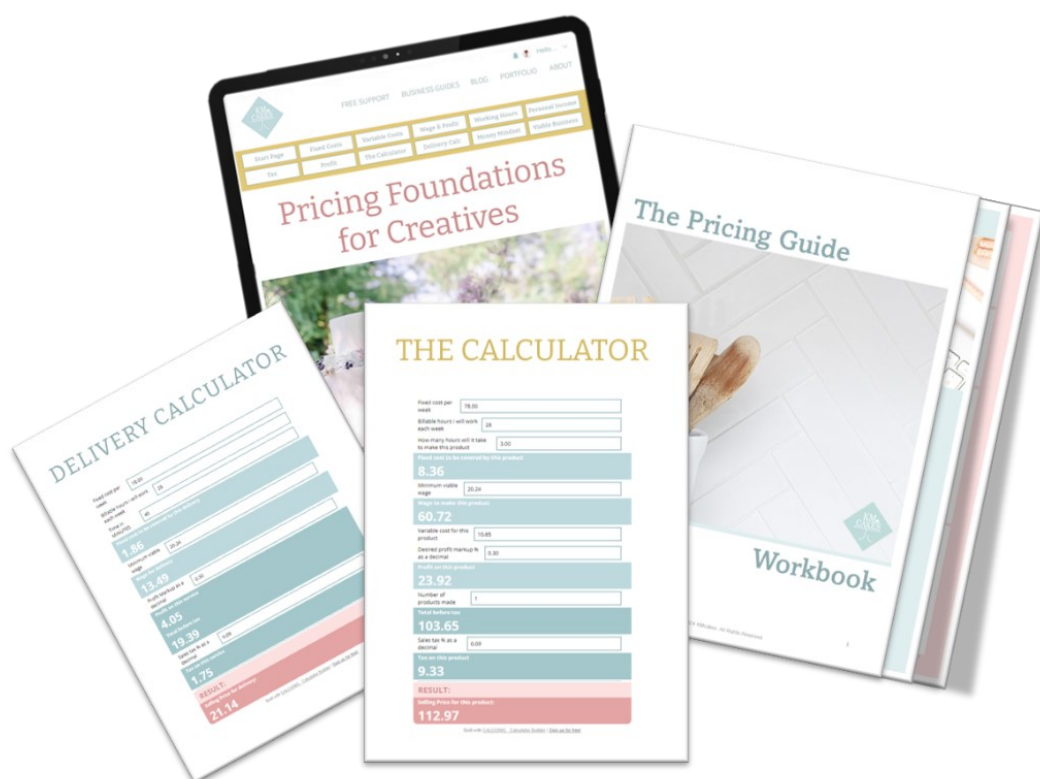
RESULT:

Selling Price for this product:

Available with the full version

Are you ready to start pricing your products for profit?

Access the course today



[To the course](#)

In the 'Pricing Foundations for Creatives' course you'll:

- ✓ Prepare quotes with confidence knowing your prices are based on facts not feelings.
- ✓ Make a profit on every order.
- ✓ Start building the successful business you dreamed of.
- ✓ Get your pricing sorted so you can spend more time on the fun side of your business: baking and creating.
- ✓ Rekindle the joy knowing you're earning a fair wage.

**Prepare accurate quotes for every product
in minutes!**

[Get the course](#)