FOUNDING MEMBER PRICING: THE FIRST 10 MEMBERS PAY $15 A MONTH FOR AS LONG AS THEY STAY

THE WELL-PAID VENDOR

The Hidden *Costs* Checklist

Most event vendors price the balloons and the backdrop, then do everything else for free. Go through your last event and tick every cost you actually charged for. Every empty box is money you paid to do that job.

Your time 8

- [ ] Client calls, messages and back-and-forth before booking
- [ ] Design time: mood boards, mockups, color planning
- [ ] Shopping and picking up supplies
- [ ] Prep at home: inflating, building, assembling, test fits
- [ ] Loading and unloading your vehicle (both ways)
- [ ] Setup time on site
- [ ] Teardown and pickup, including the late-night or next-morning trip
- [ ] Cleaning, repairing and putting everything away after

Getting there 4

- [ ] Gas or mileage for every trip: shopping, delivery, pickup
- [ ] Drive time, counted as working hours
- [ ] Tolls and parking
- [ ] A rented vehicle or trailer when it doesn't fit in yours

Wear and tear on rentals 3

- [ ] Upkeep every time an item goes out: touch-up paint, steaming, cleaning
- [ ] Items that get scratched, stained or broken and need replacing
- [ ] Earning back what you paid for the item in the first place

Supplies that disappear 6

- [ ] Helium, or the cost of a tank refill
- [ ] Glue dots, zip ties, tape, fishing line, command hooks
- [ ] Balloons that pop during prep or setup
- [ ] Weights, anchors and sandbags
- [ ] Extra flowers, greenery or filler to finish the look
- [ ] Packaging and protection for transport

Running the business 5

- [ ] Card processing fees (usually around 3% of the payment)
- [ ] Software, website and booking tools
- [ ] Storage space for your inventory
- [ ] Insurance, licenses and venue requirements
- [ ] Tools and equipment: balloon pump, ladder, laser, cart

A profit for your business 1

- [ ] Money left over after every cost and your own pay is covered

Paying yourself is not the same as your business making a profit. Profit is what lets you grow, replace inventory and take a week off without panicking.

Count your empty boxes.

If you left even a few empty, your price is probably too low. The Event Pricing Calculator works your labor, travel, rental upkeep, overhead and profit into your price, so you know the minimum to charge before you send the quote.

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