

# THE CHAPLIN METHOD



SIMPLIFYING SUCCESS FOR SMALL BUSINESSES

## PRICING YOUR GOODS & SERVICES

There are countless differences between giant corporations and small businesses—but one of the most critical is pricing.

Big companies have full teams focused on knowing their numbers. They can break down every cost—materials, labor, rent, utilities. Most small business owners don't have that level of clarity. And that's okay.

Many small businesses start with a leap of faith. You wear all the hats and make pricing decisions based on gut instinct, what customers can afford, or what you need to get by. And when it works, the business grows. You build momentum. But pricing often stays a guessing game.

If money's coming in, it feels like things are working. And in many ways, they are. But here's the truth: reactive pricing can keep you afloat—but it won't help you grow. It's also hard to delegate. You become the only one who can quote jobs or approve decisions. Which means your time off is often interrupted. Or worse, someone fills in and makes costly mistakes.

Early in my career, my dad said something that stuck with me:

**“You can tell how well a business runs by how few calls the owner gets when they're away.”**

If this sounds familiar, know this: you've done the hard part. You've built something from scratch. That takes guts. But the same traits that got you here—the hustle, flexibility, and DIY mindset—can make it hard to grow.

The good news? This isn't about complicated formulas. It's just basic math.

Start tracking key numbers—like Labor Burden, Direct & Indirect Costs, Gross and Net Profit—and you can make smarter, more confident decisions. A detailed Profit & Loss report will show you where your money's going. The more specific, the better. For example, if popsicles bring in 20% profit and ice cream bars only 5%, you can pivot quickly.

If you have a good bookkeeper or CPA, they can help. If you're unsure where to start—or want a second set of eyes—I'd love to help. Email me at [jennifer@thechaplinmethod.org](mailto:jennifer@thechaplinmethod.org). After a few questions, I'll send you a quote. No pressure—just a chance to make things clearer and more profitable. *You are the magic, let me help with the math.*