

HOW TO CHARGE YOUR CLIENTS

A sophisticated desk setup featuring a black leather-bound book titled "DESIGN PROPOSAL" with a gold "LM" monogram. The desk also holds a black mug with "DESIGN STRATEGY LEGACY", a gold textured candle holder, a gold bowl, a gold pen holder with several pens, and a black book titled "LIVE BEAUTIFULLY". A small framed sign reads "EXECUTION LEGACY".

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HOW TO CHARGE

Your Clients

WITH CONFIDENCE
AND CLARITY

This guide is for event planners who are ready to price with purpose, protect their profit, and build a business that lasts.

YOU'RE IN THE *Right Place*

Pricing isn't just about numbers—it's about strategy, value, and leading with intention. Inside these pages, you'll discover the exact steps to know your worth, communicate your value, and confidently charge what your expertise deserves.

IN THIS GUIDE, YOU'LL LEARN HOW TO:



KNOW YOUR NUMBERS

Understand your true costs and set profitable prices.



PRICE WITH CONFIDENCE

Price based on your value, expertise, and the experience you deliver.



PROTECT YOUR PROFIT

Build financial stability and create margins that sustain your business.



COMMUNICATE YOUR VALUE

Show clients the value behind your pricing with confidence and clarity.



BUILD A LEGACY BUSINESS

Create a business that grows, thrives, and reflects your purpose.



Plan with clarity.
Price with confidence.
Profit with purpose.



LET'S BUILD BOLDLY.

You have the expertise. Now let's make it profitable.

STEP 2:

UNDERSTAND WHAT CREATES VALUE.

Your price should reflect the true value you provide.
Review the key elements that go into delivering an exceptional event experience. This is what you're being paid for.



EXPERTISE & EXPERIENCE

Years of education, hands-on experience, and proven knowledge.

You bring the vision.



TIME & COMMITMENT

Countless hours spent planning, researching, communicating, and problem-solving.

You invest the time.



CREATIVE STRATEGY

Design concepts, floor plans, timelines, and personalized details.

You design the experience.



VENDOR MANAGEMENT

Sourcing, vetting, negotiating, and coordinating trusted professionals.

You manage the team.



PLANNING & LOGISTICS

Schedules, contracts, logistics, production plans, and seamless execution.

You make it all come together.



RISK & PROBLEM SOLVING

Handling challenges, backup plans, and protecting your client's experience.

You protect the moment.



PEACE OF MIND

You provide confidence, clarity, and a stress-free planning journey.

You give peace of mind.



VALUE IS
NOT JUST
WHAT YOU DO,
BUT HOW YOU
DO IT.

Clients are not paying for décor or details. They are paying for your expertise, your process, and the experience you create.

PRICE WITH
CONFIDENCE.
You are worth it.



REMEMBER:

When you understand the value you provide, you'll never feel uncomfortable charging for it.

Key Takeaway

The more value you deliver,
the more you can charge.
Know your worth.
Communicate your value.
Get paid what you're worth.

CONFIDENCE + CLARITY = PROFITABILITY

A clear process. A strong value.
A price that reflects your expertise.

*That's the foundation of a
successful planning business.*

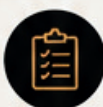


STEP 3:

THE PRICING LESSON: REAL NUMBERS.

Pricing with confidence starts with knowing your numbers. When you understand your true costs and the profit your business needs, you can set prices that are fair, sustainable, and aligned with the value you deliver.

STEP 1: CALCULATE YOUR TRUE BUSINESS COSTS

	MATERIALS & RENTALS Florals, décor, rentals, linens, lighting, candles, etc.	\$2,400
	LABOR & TEAM Setup crew, breakdown crew, design team, assistants.	\$1,500
	PROFESSIONAL TIME Design, planning, meetings, coordination, communication.	\$900
	TRAVEL & TRANSPORTATION Fuel, mileage, parking, tolls, deliveries, hauls.	\$250
	ALLOCATED OVERHEAD Admin, marketing, insurance, software, office, equipment.	\$650
TOTAL BUSINESS COST		\$5,700

STEP 2: ADD YOUR DESIRED PROFIT

DESIRED PROFIT
(What your business needs to grow) **\$2,000**

STEP 3: CALCULATE YOUR BASE PRICE

\$5,700 + **\$2,000** = **\$7,700**
Total Business Cost *Desired Profit* **BASE PRICE**

This is the minimum you should charge for this event based on your costs and goals.

EXAMPLE SCENARIO

A WEDDING & RECEPTION
FOR 120 GUESTS

THE LESSON

**PROFIT IS WHAT REMAINS
AFTER THE BUSINESS COSTS
ARE COVERED.**

Revenue is not the same as profit.

Your pricing must cover every cost of doing business, pay you for your expertise, and leave room for growth.

*Underpricing steals from your future.
Pricing with confidence builds it.*

STEP 4: EVALUATE & ADJUST

Your base price is not automatically your final quote.

Evaluate these factors and make adjustments as needed:

- ✓ Scope of work & design complexity
- ✓ Guest count & scale
- ✓ Custom design elements
- ✓ Date, season & demand
- ✓ Your target client & market
- ✓ Responsibility, risk & overall experience

Then, present a price that reflects the true value of what you do.



Key Takeaway

Know your numbers.
Protect your profit.
Price your value.

When you price with confidence,
you position your business
for sustainability and success.

CONFIDENCE
CLARITY
PROFITABILITY

STEP 4: SEE WHERE THE MONEY GOES.

A \$30,000 WEDDING BUDGET SCENARIO

Understanding the full picture helps you price with confidence and communicate your value with clarity. Here's how a \$30,000 wedding budget is typically allocated.



THE CLIENT'S \$30,000 WEDDING BUDGET

BUDGET CATEGORY	TYPICAL RANGE	EXAMPLE ALLOCATION
 PLANNING & COORDINATION Full-service planning, design, management, and execution.	10% – 20%	\$5,000
 VENUE & SITE FEES Ceremony & reception location and required fees.	30% – 35%	\$9,500
 CATERING & SERVICE Food service, staff, and catering expenses.	20% – 25%	\$6,000
 ENTERTAINMENT DJ, band, emcee, and sound/lighting.	5% – 8%	\$1,800
 BEVERAGE SERVICE Bar service, drinks, mixers, and related supplies.	5% – 7%	\$1,800
 RENTALS & FURNISHINGS Tables, chairs, linens, lounge furniture, tenting, etc.	8% – 10%	\$2,400
 FLORALS Bouquets, centerpieces, ceremony & reception florals.	5% – 8%	\$1,800
 DÉCOR, DESIGN & INSTALL Design elements, custom builds, labor, and installation.	5% – 7%	\$2,100
 CONTINGENCY & MISC. Overtime, last-minute needs, permits, and unexpected costs.	3% – 5%	\$1,600
TOTAL WEDDING BUDGET	100%	\$30,000

Percentages are averages and can vary based on location, guest count, priorities, and style of wedding.

KEY TAKEAWAYS

- ✓ You are paid for your expertise, leadership, and management—not just for showing up.
- ✓ Your fee reflects the value, experience, and results you deliver.
- ✓ The more clearly you understand the numbers, the more confidently you can lead, price, and protect your business.
- ✓ Never confuse gross revenue with profit. Plan for both.

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When you understand the full picture, you make empowered decisions and build a thriving, sustainable business.

REMEMBER

You are the architect of the experience—your strategy, leadership, problem-solving, and creativity make it all come together. That is what your fee reflects.

*You build the vision. You lead the plan.
You deserve to be paid for it.*



*Know your numbers. Own your value.
Lead with confidence.*



THE BIG TRUTH:
THE CLIENT'S \$30,000 WEDDING BUDGET IS NOT YOUR \$30,000 INCOME.

In this example, the planning company earns \$5,000 of the \$30,000 budget. The remaining \$25,000 is allocated to other vendors, services, rentals, and event expenses.

WHAT YOU EARN VS. WHAT YOU KEEP

EXAMPLE: YOUR PLANNING FEE = \$5,000
This is your revenue from the event.

Planning Revenue (Your Fee)	\$5,000
Less: Allocated Business Expenses (Admin, team wages, software, insurance, marketing, office, travel, etc.)	– \$1,200

REMAINING BEFORE TAXES & OTHER ALLOCATIONS | **\$3,800**

Your actual profit is what remains after all business expenses, taxes, and savings goals have been covered.

STEP 5:

YOU'RE READY TO

BUILD BOLDLY.

Now Take Action With Confidence.

You now have the tools to know your numbers, price with confidence, and protect your profit. Use this knowledge to build a business that is profitable, sustainable, and built to last.

WHAT YOU'VE ACCOMPLISHED



YOU KNOW YOUR TRUE COSTS
You can confidently cover every expense and run your business the right way.



YOU SET PROFITABLE PRICING
You understand your value and price with confidence.



YOU SEE WHERE THE MONEY GOES
You can clearly communicate budgets and allocations to your clients.



YOU BUILD A SUSTAINABLE BUSINESS
You're creating profit, stability, and long-term growth.



YOU LEAD WITH INTENTION
You are the architect of every experience and every financial decision.

YOUR NEXT ACTION PLAN

1

REVIEW YOUR NUMBERS MONTHLY
Know your income, expenses, and profit.

2

REFINE YOUR PRICING REGULARLY
Adjust as your expertise, market, and business evolve.

3

PROTECT YOUR PROFIT
Always separate profit before spending.

4

COMMUNICATE WITH CONFIDENCE
Share budgets clearly and educate your clients on value.

5

INVEST IN YOUR BUSINESS
Growth requires wisdom, strategy, and consistent investment.



**YOU'VE DONE THE WORK.
NOW BUILD THE BUSINESS.**

You know your numbers.
You know your value.
Now let's build a business and brand
that reflects it— beautifully and profitably.

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CONFIDENT. PREPARED. PROFITABLE.

*You are ready.
Your clients are waiting.
Let's build your legacy.*

STEP 6: PUT IT INTO ACTION: YOUR PRICING CONFIDENCE WORKSHEET

You've learned the principles.
Now it's time to apply them.
The Pricing Confidence Worksheet helps you
calculate your true costs, set your prices with
confidence, and protect your profit—every time.

THIS WORKSHEET WILL HELP YOU:



CALCULATE WITH CLARITY
Know your true costs so you can
price with accuracy.



PRICE WITH CONFIDENCE
Set prices that reflect your value,
expertise, and the experience you deliver.



PROTECT YOUR PROFIT
Build profit into every proposal
and every event.



PLAN FOR GROWTH
Use your numbers to make smart,
sustainable business decisions.



COMMUNICATE WITH CONFIDENCE
Show your clients the value behind
your pricing.



REMEMBER:

When you know your numbers,
you lead your business with confidence,
clarity, and power.



DOWNLOAD THE PRICING CONFIDENCE WORKSHEET

Use it for every proposal. Protect your profit.
Price with confidence—every time.

PRICING CONFIDENCE WORKSHEET
KNOW YOUR NUMBERS. PRICE YOUR VALUE. PROTECT YOUR PROFIT.

1. CALCULATE YOUR TRUE COSTS

Materials & Rentals	\$
Labor & Team	\$
Professional Fees	\$
Travel & Transportation	\$
Allocated Overhead	\$
TOTAL BUSINESS COST	\$

2. ADD YOUR DESIRED PROFIT

Total Business Cost	\$
Desired Profit Amount	\$
BASE PRICE	\$

3. PRICE ADJUSTMENT FACTORS

Scope of Work & Design Complexity	
Guest Count & Scale	
Custom Design Elements	
Date, Season & Demand	
Target Client & Market	
Responsibility, Risk & Overall Experience	

NOTES

4. FINAL PRICE SUMMARY

Base Price	\$
Adjustments	\$
Your Final Price	\$

CONFIDENCE CHECK
Does this price reflect the value,
experience, and profit your
business needs to thrive? ☒

*You are ready.
Your clients are waiting.
Let's build your legacy.*



CONFIDENT. PREPARED. PROFITABLE.

Keep Growing. Keep Leading.

YOU'RE BUILDING MORE THAN EVENTS—
YOU'RE BUILDING A LEGACY.



DESIGNING WITH
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Thank You

Thank you for choosing this resource and investing in your journey. This guide was created with purpose to empower, encourage, and equip you as you take bold steps toward building the life and business you envision.

