Freelance Rate Checklist

Use this before quoting. A floor rate is not a wish; it covers costs, tax, gaps and profit.

1. Target annual income is defined (gross vs take-home is consistent).
2. Business costs include software, hardware, insurance, accounting, marketing, training and payment fees.
3. Tax reserve is set aside before quoting (self-employment/income/VAT as applicable).
4. Billable hours exclude admin, sales, learning, rework and gaps.
5. Gross revenue = (income + costs) / (1 - tax) / (1 - margin).
6. Hourly floor = gross / annual billable hours.
7. Day rate and project price use the same assumptions.
8. Market rate cross-checked with salary data, peers, platforms and closed deals.
9. Quote states scope, payment terms, revision limits, rush fees and late fees.
10. Discounts trade for scope/payment/timeline, not unconditional price cuts.
11. Rate increase notice is sent 30-60 days ahead; new clients get the new rate.
12. Every project's effective hourly and profit are reviewed after delivery.

Free sample from FreelanceRate. Full toolkit includes XLSX calculator, client profitability and rate-increase email.