The Prosperous Kitchen

First, know your "break-even point."

Don't forget to factor in a PROSPEROUS salary for your own labor!

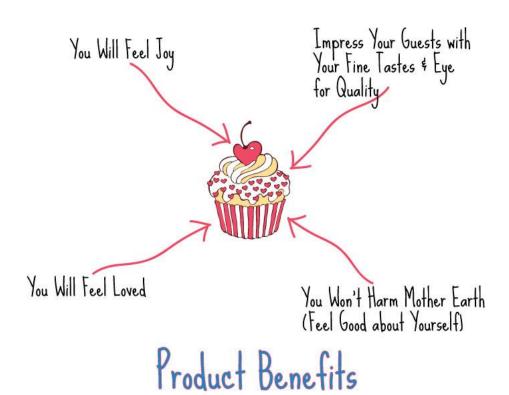
Name of Product/Service:	
Materials/COGs/Direct	Costs
Labor	
Overhead/Fixed/Indirect	
Rent	
Utilities/Internet	
Marketing	
Insurance	
Professional Services	
Labor	

Profitable Pricing



How Much Customers Will Pay = Your Brand Equity + Market

Customers pay for VALUE (Benefits of Features)



List as many features of your product as you can:

Name of Product/Service:		
Features	Benefits	Emotional Benefits