ACCOUNTANCY PRACTICE LAUNCH PROGRAMME · SET YOUR PRICING

Fixed-fee package builder

Turn your services into a few packages that actually pay you.

01 Your minimum fee

Price from the income you need, not from what feels cheap to sell.

What income do you need from the practice this year?

How many clients can you realistically serve? (from your capacity work)

Your minimum average fee: the income divided by the clients.

02 Build three packages

Most practices need three tiers. Define what each includes, and just as clearly, what it excludes.

Tier 1 (e.g. Sole Trader): what is included, and the monthly fee?

Tier 2 (e.g. Growing Ltd): what is included, and the monthly fee?

Tier 3 (e.g. VAT + Payroll): what is included, and the monthly fee?

What sits outside every package, charged separately?

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03 Payment terms

Set these once, and never start work before the mandate is live.

How will clients pay: monthly Direct Debit, standing order?

In advance or in arrears?

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