Worksheet 01 — Build your quoting machine

From Chapter 3 — Kill your rate card. An afternoon of work that changes every job after it.

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Diagnose — your last ten jobs already know the answer

- [ ] Pull your last ten jobs. For each, write what it ACTUALLY cost you in hours, travel, and aggravation:

Job	Hours	Travel	Aggravation	What you charged
1				
2				
3				
4				
5				
…				

- [ ] Mark which ones your flat rate **overcharged** (you probably lost similar ones) and which it **undercharged** (those hurt).

- [ ] Write your **four levers** — the context variables that truly moved cost across those ten:

1. ______________________ 2. ______________________
2. ______________________ 4. ______________________

- [ ] Declare your **fixed triangle corner** (speed / money / quality) in one sentence:

> My fixed corner is ________, because _________________________.

Build — the machine is an email template and a promise

- [ ] Delete every price from surfaces that are hard to update (website, brochure, PDF). Route them to intake instead.

- [ ] Write the intake ask — **five fields maximum** that capture your levers (a pre-filled mailto works):

  1. ______________ 2. ______________ 3. ______________
  2. ______________ 5. ______________

- [ ] Write your triangle explainer, for clients — two sentences, no jargon:

  > ____

- [ ] Template your quote reply so a real number goes out **same-day.**

- [ ] Create a client readiness checklist that cuts your delivery cost.

Run — prove it on the next five quotes

- [ ] Quote your next five jobs by context. Track close rate vs. your rate-card era:

Quote	Priced by context	Won?	Would flat rate have won/lost it?
1			
2			
3			
4			
5			

- [ ] Watch for the jobs you would have LOST before — easy work, priced fairly, now winning.

- [ ] After five quotes, revisit the levers: promote what moved numbers, drop what didn’t.

Verdict — did context pricing close better than flat? ☐ Yes ☐ No ☐ Mixed — retune levers