Pricing Review Worksheet

Are you charging enough? Fill the inputs once, then work the results.

Price per month for your main plan ($)
The plan most customers are on

Active paying customers
Right now

Monthly churn (%)
Cancellations last month / customers that month

Cost to serve one customer per month ($)
Hosting, support time, tools

Results

Monthly revenue ($)	
Margin per customer ($)	
Avg customer lifetime (months)	
Lifetime value per customer ($)	

What if you charged more?

Bump	New price ($)	Yearly revenue, same customers ($)
+0%		
+10%		
+25%		

What-if rows assume the same number of customers at the higher price. A higher price can change how many people buy.