

## Church Consulting Practice *Pricing Method Descriptions*

<b>Pricing Option</b>	<b>Description</b>	<b>When to Consider</b>
<b>Hourly Rate</b>	Charging an amount you are paid per hour of work performed.	Fits best when there is uncertainty about how much time you will need to perform for the church.
<b>Retainer</b>	Charging a fixed monthly or annual amount. Puts more risk on you if scope is unknown.	Fits when the church is not sure when they need you, but they want you available immediately when called upon.
<b>Per Project Fee</b>	You define a specific consulting service usually for several months and you define a fixed fee.	When you have services like a health assessment or facilitating strategic ministry planning for which you can assign a specific fee.
<b>Project Fee by Church Size</b>	Same as Per Project Fee but you take into account differences based on size.	If you have experience in various church sizes and you want to make your service more affordable to smaller churches.
<b>Cluster Pricing</b>	You perform a consulting service for several churches at one time.	If you have churches that are having trouble affording your services, perform for several and give a discount to all of them.
<b>Discount</b>	A per centage off your normal fee.	Use as a promotion or to get experience.
<b>Bundling</b>	A per centage or fixed discount if the church agrees to two or more of your services from the beginning of your relationship.	Works when the church is considering more than one of your services and is relatively sure they will do more than one.
<b>Option</b>	A per centage of fixed discount when a church agrees to use you for a second service within a specified period of time.	Works when a church is considering more than one of your services and is sure of the first service but unsure they will do more than one.