



Mother's Day Pricing Starter Freebie

A guide for women building income with confidence

Inside this freebie:

- quick pricing checklist
- Mother's Day family recipe
- mini worksheet to start the math



What to Include in Your Price

Freebiepage1 - thecostsmanywomenforgettocount

Your price must cover what you spend and the value you bring.

Quick reminder: **Ingredients or materials**

What you bought to make the item or deliver the service

Shopping time

Time spent driving, walking to stores, waiting in line, and checking out.

Delivery or travel

Gas, mileage, parking, and time spent getting there and back.

Overhead

Phone, internet, utilities, subscriptions, rent, and small business costs.

Packaging or supplies

Containers, labels, napkins, bags, printouts, gloves, and paper goods.

Prep or service time

Hands-on time to cook, mix, design, teach,

Setup and cleanup

Before and after work still count. Do not give that away for free

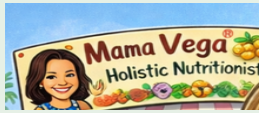
Profit

Profit is not greed. Profit keeps the lights on and the business growing.

Simple formula:

total true cost ÷ servings or sessions = base cost, then multiply by your markup.





Mother's Day Berry Yogurt Parfait Cups

Freebiepage2 - simple, family-friendly, and easy to price

Serves 6 | Prep time: 15 minutes | No baking needed

Ingredients

- 4 cups plain Greek yogurt
- 3 cups fresh strawberries, sliced
- 2 cups blueberries
- 1 cup granola
- 1/2 cup chopped walnuts or pecans
- 3 tablespoons honey
- 1 teaspoon vanilla extract
- 1/2 teaspoon cinnamon
- Fresh mint, optional

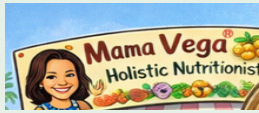
Directions

1. In a bowl, stir the yogurt with honey, vanilla, and cinnamon.
2. Set out 6 small cups or jars.
3. Add a layer of yogurt, then berries, then granola.
4. Repeat one more time and finish with berries on top.
5. Add chopped nuts and mint if you like.
6. Keep chilled until ready to serve.

Now price it:

Count the food, cups or jars, spoons, shopping time, prep time, and your profit.





Mini Pricing Worksheet

Freebie page3 - a quick page to help you start the math

1. My Offer

What am I selling?

Servings / size

Who is it for?

2. My True Cost

<i>Ingredients or materials</i> \$ _____	<i>Packaging or supplies</i> \$ _____
<i>Shopping or travel</i> \$ _____	<i>Prep, service, setup, cleanup</i> \$ _____
<i>Other overhead</i> \$ _____	<i>Total true cost</i> \$ _____
<i>Cost per serving or session</i> \$ _____	<i>My selling price</i> \$ _____

Quick markupchoice: 3.5x for a softer starting price or 4x when your time and labor are heavier.

Ready for more? Get the full Mama Vega digital booklet in my Stan Store.