



Price It Right

The Simple Profit Workbook for Makers, Vendors,
Service Providers & Rural Entrepreneurs

How to Stop Guessing, Price With Confidence,
and Turn Your Skills Into Steady Income



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Mama Vega®

Price It Right

The Simple Profit Workbook

for

Makers, Vendors, Service Providers & Rural Entrepreneurs

**How to Stop Guessing, Price With Confidence, and Turn Your Skills Into Steady
Income**

By **Charmène Vega and Mama Vega**

Mama Vega® Enterprises

Now, Chew On This...®

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This workbook is for educational purposes only. It is designed to help readers understand pricing, profit, business costs, and value. It does not replace legal, tax, or financial advice. Please consult a qualified professional when needed.

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Dedication

This workbook is dedicated to every woman, maker, caregiver, vendor, cook, creator, teacher, service provider, and rural entrepreneur who has ever said:

“I know I am good at what I do, but I do not know what to charge.”

May this workbook help you stop shrinking your value, stop guessing your prices, and start building income with confidence.

Your gift is not small.
Your time is not free.
Your wisdom has value.

Now, Chew On This...®

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Welcome: Why Pricing Matters

Most people are not broke because they lack talent.

They are broke because they do not know how to price what they do.

They can cook.

They can create.

They can teach.

They can build.

They can organize.

They can serve.

They can solve problems.

But when it is time to say the price, they freeze.

They guess.

They apologize.

They discount.

They compare.

They shrink.

And little by little, their gift starts costing them more than it pays them.

That is why this workbook matters.

Pricing is not just about numbers. Pricing is about clarity, confidence, boundaries, and respect.

Why Many People Undercharge

Many people undercharge because they do not know the full value of what they are offering.

They may know how to do the work, but they do not know how to price the work.

That is common.

A person may know how to bake the best cake in town, but not know how to count the cost of flour, eggs, butter, gas, packaging, electricity, cleanup time, delivery, and profit.

A person may know how to teach a powerful class, but only charge for the one hour in front of the room. They forget the planning, handouts, travel, setup, cleanup, and years of experience that went into that one hour.

A person may know how to make a handmade product, but only charge enough to cover the cost of the supplies. They forget their hands, their skill, their creativity, and the time it took to make it beautiful.

People undercharge because they:

- Feel guilty asking for money
- Do not know their real costs
- Forget to charge for their time
- Compare themselves to others
- Think lower prices will bring more customers
- Want to help everyone
- Are afraid people will say no
- Do not see their own experience as valuable
- Confuse kindness with self-sacrifice

But here is the truth:

You can care about people and still charge fairly.

You can serve your community and still make a profit.

You can have a kind heart and still have strong boundaries.

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A business cannot survive on good intentions alone. Good intentions need good numbers.

NOTES: _____

Why Being Busy Does Not Always Mean Being Profitable

Being busy can fool you.

You can have orders, calls, classes, customers, messages, and people saying, "You are doing so much!"

But if the money does not make sense, busyness can become a trap.

Busy does not always mean profitable.

Sometimes busy means:

- You are undercharging.
- You are doing too much for free.
- You are spending more than you are making.
- You are attracting people who want discounts.
- You are saying yes when you should say no.
- You are working hard but not making enough money.

Example

Let's say you sell 50 jars of sauce at \$8 each.

That sounds good. That is **\$400 in sales**.

But if each jar costs you \$5 to make, package, label, and sell, your cost is **\$250**.

Now you have **\$150 left**.

But did you include your time?

Did you include gas?

Did you include booth fees?

Did you include card fees?

Did you include samples?

Did you include cleanup?

If not, that \$150 may disappear fast.

That is why you **must know your numbers**.

Sales are not the same as profit.
Activity is not the same as income.
Being tired is not proof that you made money.

Mama Vega Reminder

Do not confuse full hands with a full bank account.

Why Pricing Is Not Just Math — It Is Confidence

Pricing does include math.

You must know your costs.
You must know your time.
You must know your fees.
You must know your profit.

But pricing is not only math.

Pricing is also confidence.

Because even after you know the number, you still have to say it out loud.

You still have to put it on the flyer.
You still have to post it online.
You still have to tell the customer.
You still have to stand by it when someone asks for a discount.

That takes confidence.

And confidence grows when you understand your price.

When your price is based on facts, you do not have to panic. You do not have to explain every penny. You do not have to apologize.

You can say:

“This is the price because this is what it takes to provide this product or service with quality, care, and value.”

That is not rude.

That is business.

Example

If you know your class takes:

- 3 hours to prepare
- 1 hour to drive
- 2 hours to teach
- 1 hour to set up and clean up
- \$75 in supplies

Then you will not price it like a simple one-hour favor.

You will understand that your price must cover the full work.

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Confidence comes from clarity. When you know your numbers, your voice gets stronger.

My Mama Vega Story and Teaching Voice

I created this workbook because I have seen too many talented people undercharge for what they do, including myself. I learned the hard way what I am teaching you.

I have seen women cook, create, teach, organize, care for others, make products, and solve problems — then turn around and price their work like it has no real value.

I have seen people pour their heart into a product and still not know if they made a profit.

I have seen people teach powerful classes and only get paid for the time people actually saw them, while all the preparation went unseen.

I have seen small business owners, makers, caregivers, seniors, vendors, and service providers give so much away that they ended up tired, discouraged, and unsure.

And I understand that kind of heart.

Because when you are a helper, it is easy to say, “I just want to serve.”

But serving does not mean starving.

Helping others should not mean hurting yourself.

This workbook was created in the Mama Vega® teaching voice: plain, practical, direct, and loving. No fancy business talk that leaves you more confused. No shame. No judgment. Just clear steps you can use.

Think of this workbook like sitting at the kitchen table with someone who cares enough to tell you the truth.

Not to scare you.

To strengthen you.

Because your work matters.

Your time matters.

Your wisdom matters.

Your money matters.

Your legacy matters.

What This Workbook Will Help You Do

By the end of this workbook, you will understand pricing with more clarity and confidence.

You will learn how to:

- Stop guessing your price.
- Count your real costs.
- Put value on your time.
- Price products more clearly.
- Price services more confidently.

- Understand vendor booth profit.
- Plan for rural and seasonal income.
- Build a simple profit plan.
- Know when your price needs to change.
- Stop giving away your best work without a plan.

You do not need to become a math expert.

You just need to learn what to count, what to include, and how to build a price that makes sense.

Simple Promise

By the time you finish this workbook, you may not know every business answer, but you will know how to look at your product, service, class, or idea with clearer eyes.

You will understand that a good price is not pulled out of the air.

A good price is built.

Built from cost.

Built over time.

Built from value.

Built from profit.

Built from confidence.

How to Use This Workbook

Do not just read this workbook.

Use it.

Write in it.

Circle things.

Answer the questions.

Do the worksheets.

Test your prices.

Go back and adjust.

If something feels uncomfortable, pay attention. That may be the exact place where your business needs a stronger boundary.

If a number surprises you, good. That means your eyes are opening.

If you realize you have been undercharging, do not beat yourself up. Just make a better plan.

We are not here to shame the past.

We are here to build the future.

Welcome Closing

Most people are not broke because they lack talent.

They are broke because they do not know how to price what they do.

But that can change.

You can learn your numbers.

You can honor your time.

You can stop guessing.

You can price with confidence.

You can build income with purpose.

This workbook is your starting place.

So take a breath, pick up your pen, and let's get clear.

Now, Chew On This...®

Chapter 1: Stop Guessing Your Price

Opening for Chapter 1

Most people do not undercharge because they are lazy. They undercharge because they are guessing.

They look around and ask, “What is everybody else charging?” Then they pick a number that feels safe. But safe does not always mean smart. Sometimes that “safe” price is quietly draining your pocket, your energy, and your confidence.

Pricing is not about pulling a number out of the air. Pricing is about knowing your cost, your time, your skill, your value, and the profit your business needs to survive.

Because baby, busy is not the same as profitable.

You can sell all day long and still go home broke if you do not know your numbers.

Why Guessing Hurts Your Business

Guessing your price is like cooking without tasting the food. You may think it is right, but you do not really know until it is too late.

When you guess your price, you may forget important costs like:

- Supplies
- Ingredients
- Packaging
- Labels
- Gas
- Travel time
- Setup time
- Cleanup time
- Payment fees
- Your actual labor
- Profit for the business

Many people only count the obvious cost. For example, if someone makes salsa, they may only count the tomatoes, peppers, onions, and jars. But what about the label? The lid? The gas to go shopping? The electricity? The kitchen time? The cleanup? The years of experience that helped them make salsa people actually want to buy?

That is where money quietly slips out the back door.

Guessing also makes your business unstable. One day you charge one price. The next day you charge another. Then customers get confused, and you start feeling unsure of yourself.

A confused business owner creates confused customers.

When your price is built on facts, you can explain it with confidence. You do not have to apologize. You do not have to shrink. You can stand flat-footed and say, "This is the price."

Mama Vega Reminder

If you do not know your numbers, your emotions will run your business. And emotions are not a pricing plan.

The Difference Between a Hobby and a Business

A hobby brings you joy.

A business brings you income.

Now, there is nothing wrong with a hobby. A hobby can be beautiful. It can relax you, heal you, and give you a creative outlet. But a hobby does not have to pay bills.

A business does.

When you treat your business like a hobby, you may say things like:

- "I just charge enough to cover supplies."
- "I do not want to charge too much."
- "I feel bad asking for more."

- “I am just doing this on the side.”
- “I do not really know what it is worth.”

But **when you treat your business like a business, you ask better questions:**

- What does this really cost me?
- How much time does this take?
- What profit do I need?
- What price allows me to keep going?
- What price honors my skill?
- What price helps me grow?

A hobby says, “I hope I make something.”

A business says, “I know what I need to make.”

Let’s be clear: your business can still bring you joy. It should. But joy does not pay the light bill by itself. Love your work, but count your cost.

Everyday Example

If you make homemade cookies for your grandchildren, that may be love.

If you make cookies to sell at a farmers market, that is business.

The recipe may be the same, but the responsibility is different.

Why “I Just Want to Help People” Can Still Include Profit

This one matters, Charmene-style.

Many good-hearted people undercharge because they say, “I just want to help people.”

That sounds noble, but here is the truth: you cannot keep helping people if your business is starving.

Profit is not greed. Profit is what allows you to keep serving.

Profit helps you:

- Buy more supplies
- Pay for gas
- Keep your website running
- Improve your product
- Pay for childcare or help
- Take care of your household
- Give discounts when you choose
- Donate when you choose
- Stay in business longer

When you do not make profit, you eventually get tired, resentful, overwhelmed, and burned out. Then the very people you wanted to help lose access to your gift.

Helping people does not mean hurting yourself.

That is not service. That is self-sacrifice without a plan.

You can have a kind heart and still have a fair price. You can care about your community and still charge enough to stay open. You can be generous without being taken advantage of.

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Discounts should be a choice, not a lifestyle.

If you want to help someone, build that into your plan. Maybe you offer one scholarship, one community discount, or one free class each quarter. But do not make your whole business free and then wonder why you are exhausted.

A business that makes profit can help more people for a longer time.

The Danger of Charging Too Little

Charging too little may seem harmless at first. You may think, “At least people will buy it.”

But low pricing can hurt you in many ways.

When you charge too little, you may:

- Lose money without knowing it
- Work too hard for too little return
- Attract people who do not respect your time
- Feel tired and bitter
- Struggle to replace supplies
- Have no money for marketing
- Have no money for emergencies
- Make it harder to raise your prices later

Low prices can also train customers to expect too much for too little.

That is a hard habit to break.

For example, if you charge \$25 for something that should be \$75, customers may love the price, but you are the one carrying the loss. You may be smiling at the sale, but your bank account is frowning.

And let's tell the truth: sometimes people who pay the least expect the most.

They want extra time, extra changes, extra delivery, extra favors, and extra attention. But they do not want to pay extra money.

That is not fair to you.

Everyday Example

Think about a grocery bag with a tiny hole in the bottom. You keep putting food in the bag, but by the time you get home, half of it has fallen out.

That is what underpricing does to your business.

Money comes in, but it leaks right back out.

How Low Prices Can Make People Doubt Your Value

Many people think low prices will make customers trust them faster. Sometimes it does the opposite.

A very low price can make people wonder:

- Is this good quality?
- Does this person know what they are doing?
- Why is it so cheap?
- Is something missing?
- Will this really help me?

People often connect price with value.

That does not mean you should overcharge. It means your price should match the quality, care, skill, and result you provide.

If a handmade product takes hours to make, the price should reflect that. If a consultation comes from years of experience, the price should reflect that. If a class teaches someone how to save money, make money, or avoid costly mistakes, the price should reflect that, too.

Low prices can also place you in the wrong category. Instead of being seen as a skilled professional, you may be seen as “the cheap option.”

And baby, once people put you in the cheap box, it can be hard to climb out.

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You do not have to be the cheapest. You need to be clear, valuable, and trustworthy.

A fair price tells people, “This has value.”

A too-low price may whisper, “I am not sure I am worth it.”

And we are not building a legacy on whispers.

NOTES: _____

Chapter 1 Closing

Pricing is not just math. Pricing is mindset, boundaries, and self-respect.

When you stop guessing, you start leading your business instead of letting fear lead it for you.

You do not need to apologize for charging. You do not need to explain every penny to people who were never planning to respect your work anyway.

You need to know your numbers, honor your time, and set prices that let your business breathe.

- Because your gift matters.
- Your time matters.
- Your profit matters.
- Your legacy matters.

Now, Chew On This...®

NOTES: _____



Am I Guessing or Pricing? Checklist

Use this checklist before setting a price for any product, service, class, or event.

Product or Service: _____

Date: _____

- Did I calculate my real cost?
- Did I include my time?
- Did I include supplies?
- Did I include travel?
- Did I include profit?
- Did I price from confidence or fear?

Notes

Mama Vega® Reminder



A good price is not a guess. A good price is built from clear numbers, clear thinking, and clear confidence.



Now, Chew On This...®



Chapter 2: Know Your Real Costs

Main Lesson

Before you can price anything, you must know what it costs you.

You cannot build a strong price on a weak guess. That is like building a house on sand. It may look fine for a little while, but sooner or later, it starts sinking.

Many people think they are making money because cash came in. But cash coming in is not the same as profit. Profit is what is left after you pay for everything it took to create, sell, deliver, or perform that product or service.

If you do not know your real costs, you may be working hard and still losing money.

Baby, that is not business. That is exhaustion wearing a name tag.

What Are Direct Costs?

Direct costs are the costs you can clearly connect to one product or service.

These are the things you must buy or use to create the item, class, meal, product, or service.

Examples of direct costs:

COST	DIRECT COST ITEM
	<ul style="list-style-type: none">• Ingredients for salsa, baked goods, meals, or sauces
	<ul style="list-style-type: none">• Jars, bottles, bags, boxes, or containers

	<ul style="list-style-type: none"> ● Labels and stickers
	<ul style="list-style-type: none"> ● Fabric, beads, wood, soap base, candles, or craft supplies
	<ul style="list-style-type: none"> ● Printed handouts for a class
	<ul style="list-style-type: none"> ● Workbooks for a workshop
	<ul style="list-style-type: none"> ● Supplies used during a consultation or service
	<ul style="list-style-type: none"> ● Shipping materials
	<ul style="list-style-type: none"> ● Product samples

A simple way to understand it

If you would not need to buy it unless you were making or delivering that product, it is probably a direct cost.

NOTES: _____

Everyday Example

If you make a jar of salsa, the tomatoes, peppers, onions, garlic, jars, lids, and labels are direct costs. You can point right to them and say, “This went into that jar.”

Mama Vega Reminder

Do not just count the “main thing.” The small things count too. A label may seem tiny, but if you sell 100 jars, those labels add up fast.

What Are Indirect Costs?

Indirect costs are expenses that help your business run but are not tied to a specific product or service.

These costs support the whole business.

Examples of indirect costs:

COST	INDIRECT COST ITEMS	
/	Phone bill	Insurance
/	Internet	Printer ink
/	Website	Electricity
/	Email service	Storage space
/	Canva	Cleaning supplies
/	Stan Store	Marketing tools
/	Accounting software	Business cards
/	Business license	Gas for business errands
/		
/		

Task tracker

👤 Assignee	Tt Title	📅 Date	🔄 Status
👤 Person		📅 Date	Not started ▾
👤 Person		📅 Date	Not started ▾
👤 Person		📅 Date	Not started ▾

A simple way to understand it

If the cost helps your business operate but is shared across many products or services, it is probably an indirect cost.

Everyday Example

Your internet may help you send emails, update your website, create flyers, host Zoom meetings, and manage orders. It is not tied to one jar of salsa or one consultation, but your business still needs it.

Mama Vega Reminder

Indirect costs are sneaky. They do not always appear on the table, but they still appear on your bank statement.

NOTES: _____



Use this worksheet to create a simple profit plan for the next 30 days.



Supplies



Supplies are the items you use to make, package, teach, serve, or complete your work.

Supply Item	Amount Used (quantity)	Cost Per Unit (or each, pack, box)	Cost of Amount Used	Notes
 Paper			\$	
 Pens			\$	
 Markers			\$	
 Gloves			\$	
 Cleaning supplies			\$	
 Printer ink			\$	
 Bags			\$	
 Tape			\$	
 Display items			\$	
 Tablecloths			\$	
 Containers			\$	
 Utensils			\$	
 Measuring tools			\$	
 Presentation folders			\$	
 Thank-you cards			\$	
Total Supplies Cost			\$	

Common supplies include:

- Paper
- Pens
- Markers
- Gloves
- Cleaning supplies
- Printer ink
- Bags
- Tape
- Display items
- Tablecloths
- Containers
- Utensils
- Measuring tools
- Presentation folders
- Thank-you cards



Supplies may seem small, but small costs can eat your profit like ants at a picnic.



Track every cost. Protect your profit.
Small details. Big difference.





Use this worksheet to create a simple profit plan for the next 30 days.



Ingredients



Ingredients are direct costs for food, drinks, sauces, spices, baked goods, catering, meal prep, cooking classes, and samples.

Ingredient	Amount Used (units/weight/volume)	Cost Per Unit (or oz, cup, lb)	Cost of Amount Used	Notes
 Produce			\$	
 Meat			\$	
 Fish			\$	
 Beans			\$	
 Rice			\$	
 Flour			\$	
 Sugar			\$	
 Spices			\$	
 Oils			\$	
 Vinegars			\$	
 Herbs			\$	
 Nuts			\$	
 Seeds			\$	
 Dairy			\$	
 Eggs			\$	
 Drinks			\$	
 Garnishes			\$	

Common ingredient costs include:

- Produce
- Meat
- Fish
- Beans
- Rice
- Flour
- Sugar
- Spices
- Oils
- Vinegars
- Herbs
- Nuts
- Seeds
- Dairy
- Eggs
- Drinks
- Garnishes

Important



You must count the amount used, not just the whole package.



Know your costs. Price with confidence.
Cook with heart. Profit with purpose.



Example

If a bottle of olive oil costs \$12 and you use one-fourth of the bottle for a recipe, your oil cost for that recipe is \$3.

Do not guess. Break it down.

Mama Vega Reminder

Ingredients are like family members at a reunion. Everybody needs to be counted, even the quiet ones in the corner.

Packaging

Packaging is anything used to hold, protect, present, or deliver your product.

Examples of packaging:

COST	PACKAGING SUPPLIES	
/	Jars	Tissue paper
/	Bottles	Bubble wrap
/	Lids	Shipping boxes
/	Boxes	Gift basket
/	Bags	Ribbon
/	Seals	Thank you cards
/	Product inserts	

Packaging matters because it affects both your cost and your customer's first impression.

Cheap packaging can make a good product look weak. But expensive packaging can also eat your profit if you do not price for it.

Example

If your sauce costs \$3 to make but the jar, lid, label, seal, and bag cost another \$2, your real cost is already at least \$5 before you count your time.

Mama Vega Reminder

Pretty packaging is not free. If it helps sell the product, it must be part of the price.

Labels

Labels are part of your product cost.

COST	LABELS	
/	Product name labels	Logo stickers
/	Ingredient labels	Barcode labels
/	Nutrition labels	Price stickers
/	Warning labels	Shipping labels
/	Branded seals	

Labels help your product look professional. They also help customers understand what they are buying.

NOTES: _____

Example

If you buy 100 labels for \$25, each label costs 25 cents.

That 25 cents must be included in each product price.

Important

If you pay someone to design the label, that design cost should also be counted. You may not put the full design cost on one item, but you can spread it across your products.

Example

If label design costs \$100 and you expect to sell 100 jars, add \$1 per jar to help recover that design cost.

Gas and Mileage

Gas and mileage are real business costs.

If you drive to buy supplies, deliver products, attend vendor events, teach classes, meet clients, or travel to consultations, your vehicle is helping your business.

And your vehicle is not free.

Gas and mileage may include:

- Driving to the store.
- Driving to the farmers' market.
- Driving to a client.
- Driving to teach a workshop.
- Driving to the post office.
- Driving to pick up supplies.
- Driving to networking events.
- Driving through mountain roads or rural areas.

Important for rural work

If you are driving for one or two hours, or on mountain roads, that cost must be included. Your time, gas, wear and tear, and risk matter.

Example

If you drive 90 minutes each way to teach a class, that is 3 hours of travel before you even start teaching.

That travel must be paid for.

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Your car is not a magic carpet. Gas, tires, oil, brakes, and your time all cost money.

Software

Software includes the online tools and programs you use to run your business.

Examples of software:

- Canva
- Stan Store
- Zoom
- Google Workspace
- Microsoft Word
- Accounting software
- Email marketing tools
- Scheduling tools
- Design tools
- Social media scheduling tools
- Payment tools
- Website tools
- File storage

Even if the software only costs \$10, \$17, or \$30 a month, it still needs to be counted.

Example

If you pay \$17 a month for a business tool, that is \$204 a year.

If that tool helps you sell digital products, classes, and consultations, it is part of your business cost.

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Monthly subscriptions are quiet little nibblers. They bite your profit every month whether you notice them or not.

Phone

Your phone is a business tool if you use it for:

- Client calls
- Text messages
- Emails
- Social media posts
- Photos
- Videos
- Appointment reminders
- Payment links
- Business apps
- Customer service

If your phone helps you make money, part of the cost of that phone belongs in your business budget.

Example

If your phone bill is \$100 a month and you use half of it for business, then \$50 a month is a business-related cost.

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If customers can reach you through it, market through it, and pay you through it, that phone is working.

Internet

The Internet is another business cost.

You may use the internet to:

- Create documents
- Sell digital products
- Send emails
- Host Zoom classes
- Upload videos
- Build landing pages
- Process payments
- Research prices
- Post on social media
- Manage orders
- Communicate with clients

Example

If your internet bill is \$80 a month and you use it for business every day, part of that cost should be included in your business expenses.

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The internet is like the road your online business drives on. You cannot ignore the cost of the road.

NOTES: _____

Fees

Fees are the extra charges that come with doing business.

They may seem small, but they add up quickly.

Common fees include:

COST	COMMON FEES	
/	Business license	Bank fees
/	Permit fees	Platform fees
/	Vendor application fees	Shipping fees
/	Market fees	Printing fees
/	Website fees	Late fees
/	Domain name fees	Professional service fees
/		

Example

If you sell through a platform that charges a fee, your price must include that fee.

If you do not include it, the fee will be deducted from your profit.

Mama Vega Reminder

Fees are like seasoning. A little here and a little there changes the whole pot.

NOTES: _____

Booth Fees

Booth fees are what you pay to sell at markets, festivals, fairs, pop-ups, conferences, or community events.

Booth costs may include:

COST	BOOTH FEES	
/	Vendor booth fees	Required permits
/	Table rental	Insurance(s)
/	Chair rental	Helper pay
/	Tent rental	Food during the event
/	Electricity fee	Travel
/	Parking fee	Lodging
/	Display items	Samples
/		

Important

You must know how much you need to sell just to break even.

Example

If your booth fee is \$75, gas is \$40, food is \$20, and supplies are \$30, your event cost is already \$165.

That means you must make more than \$165 before you have real profit.

Mama Vega Reminder

Do not call it a good event just because people smiled and took your card. Did the money make sense? Count the cost.

Payment Processing Fees

Payment processing fees are the fees charged when someone pays by card, online checkout, Stripe, PayPal, Square, or another payment system.

These fees are normal, but they must be counted.

Examples of payment processing tools:

- Stripe
- PayPal
- Square
- Venmo for Business
- Shopify payments
- Systeme.io payment connection
- Online checkout systems

Simple Example

If you sell a digital workbook for \$27, you may not receive the full \$27 after processing fees.

A small fee may be taken out before the money reaches you.

That means your price must leave room for the fee.

Important

Do not be afraid of fees. Just plan for them.

Fees are part of doing business. The mistake is pretending they are not there.

Mama Vega Reminder

When money passes through a payment system, that system takes a bite. Make sure your price still leaves you a plate.

Everyday Example

Knowing your real costs is like cooking soup.

You cannot say the soup cost \$2 if you forgot the meat, vegetables, seasoning, pot, stove, electricity, bowl, spoon, gas to get groceries, and your time standing there stirring.

That soup may look simple when it is served, but many things went into making it.

Your product or service is the same way.

The customer sees the final result.

You must count everything it took to get there.

Because if you forget the hidden costs, your profit disappears.

Chapter 2 Closing

Before you set a price, you must know your real cost.

Not the cost you hoped for.

Not the cost you guessed.

Not the cost you copied from somebody else.

Your real cost.

Once you know your cost, you can price with confidence. You can stop apologizing. You can stop wondering where the money went. You can make better decisions.

A strong business does not survive on guessing.

A strong business survives on clear numbers.

And remember this, Charmene-style:

If you do not count the cost, the cost will count against you.

Now, Chew On This...®

Worksheet:

My Real Cost Worksheet (Appendix)

Use this worksheet before you price any product, service, class, event, or consultation.

Mama Vega Final Note for the Worksheet

Before you price it, count it.

Do not let your business leak money because you were trying to be nice, quick, or convenient.

Clear numbers create clear confidence.

NOTES: _____



Mama Vega[®]
PRICE IT RIGHT. PROFIT WITH PURPOSE.

My Real Cost Worksheet

You cannot price it right until you know what it really costs you.

List every cost it takes to create your product, provide your service, or offer your class—nothing left out. The truth in your numbers will lead to profit in your pocket.

DATE: _____
PRODUCT / SERVICE / CLASS: _____

COST CATEGORY (What you spend)	DETAILS (Be specific)	COST PER UNIT / ITEM (If applicable)	FREQUENCY (One-time, Weekly, Monthly, etc.)	TOTAL COST (For this product, service, or class)
1. Materials / Supplies				
2. Packaging / Labels				
3. Equipment Use (wear and tear)				
4. Utilities (electricity, water, gas)				
5. Marketing / Advertising				
6. Software / Subscriptions				
7. Business Fees / Licenses				
8. Payment Processing Fees (credit card, etc.)				
9. Delivery / Shipping				
10. Travel / Gas				
11. Booth Fees / Market Fees				
12. Education / Training				
13. Other Costs (List it here)				
TOTAL COST (Add all rows)				\$ _____

TIME IS MONEY TOO!

How much time does it take you?

Prep Time: _____ hours

Creation / Service Time: _____ hours

Cleanup / Admin Time: _____ hours

Total Time: _____ hours

What is your desired hourly rate? \$ _____

Total Labor Value (Total Time x Hourly Rate): \$ _____



REAL COST SUMMARY

Total Direct Costs (from table above): \$ _____

Total Labor Value (from left box): \$ _____

Total Overhead / Other Costs (monthly + number of units or classes): \$ _____

MY REAL COST PER UNIT / PER SERVICE / PER CLASS:

\$ _____

NOTES / REMINDERS

“If you do not value your time, nobody else will.”
— Mama Vega[®]

Mama Vega[®] Reminder:



Count the cost. Honor your time.
Add your profit. Set your price.
That is how businesses grow.

Now, Chew On This...[®]



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

Reflection Questions

Answer these before setting your price.

DATE: _____

PRODUCT / SERVICE / CLASS: _____

REFLECTION QUESTIONS

1. Did I count every supply I used?

2. Did I include packaging and labels?

3. Did I include gas, mileage, or travel time?

4. Did I include software, phone, internet, or platform fees?

5. Did I include payment processing fees?

6. What cost surprised me the most?

7. Is my current price high enough to cover these costs?

FINAL THOUGHT

“ Clear pricing starts with honest reflection. ”
— Mama Vega®

Mama Vega® Reminder:



A strong price comes from clear numbers and honest answers.

Now, Chew On This...®

Chapter 3: Put a Price on Your Time

Main Lesson

Your time is not free.

Your skill, years of learning, preparation, energy, and experience must be included in your price.

Many people remember to charge for supplies, ingredients, or materials, but they forget to charge for their own time. That is a serious mistake.

You are not a machine. You are a person with knowledge, hands, ideas, wisdom, and lived experience. If your time is spent creating, teaching, cooking, consulting, delivering, cleaning, organizing, shopping, planning, or following up, that time has value.

A business cannot grow if the owner works for free.

Baby, that is not profit. That is unpaid labor wearing a smile.

Why Your Time Matters

Your time matters because time is one thing you cannot get back.

You can buy more jars.

You can buy more paper.

You can buy more ingredients.

You can buy more labels.

But once your time is gone, it is gone.

When you do not charge for your time, you are telling your business to survive without paying the person doing the work — and that person is you.

NOTES: _____

Your time includes:

TIME	TIME SPENT	
/	Thinking	Teaching
/	Planning	Cleaning
/	Shopping	Driving
/	Preparing	Answering questions
/	Creating	Follow up
/	Cooking	Solving problems
/		

Your customers may only see the final product or the one-hour class, but they do not see all the hours it took to get there.

Mama Vega Reminder

People are not just paying for the minutes they see. They are paying for the years it took you to know what to do in those minutes.

Prep Time

Prep time is the work you do before the customer ever sees the product or service.

This is where many people lose money because they say, "Oh, that does not count."

Yes, it does.

NOTES: _____

Prep time may include:

TIME	PREPPING	
/	Planning the recipe	Organizing supplies
/	Creating the lesson	Reviewing client notes
/	Gathering materials	Writing an agenda
/	Printing worksheets	Creating a shopping list
/	Setting up slides	Preparing samples
/	Measuring ingredients	Testing a product
/	Washing produce	Packing your car
/		

Example

If you teach a one-hour class, but you spend three hours preparing for it, that is not a one-hour job. That is at least a four-hour job before travel, cleanup, and follow-up.

Mama Vega Reminder

Do not charge for the stage time only. Charge for what it took to get ready for the stage.

Shopping Time

Shopping time is business time when the shopping is for your product, class, service, or event.

Do not ignore it.

If you drive to buy ingredients, supplies, paper, labels, packaging, display items, or tools, your business is using your time.

Shopping time includes:

TIME	SHOPPING	
/	Making the shopping list	Standing in the line
/	Driving to the store	Loading the car
/ /	Comparing prices	Unloading at home or at the event
/	Looking for quality items	Returning items if needed
/		

Example

If you spend 45 minutes shopping for supplies and 30 minutes driving, that is 1 hour and 15 minutes of business time.

That time belongs in your price.

Mama Vega Reminder

The store does not come to you. If your feet are walking those aisles for business, that time counts.

Cooking or Making Time

Cooking or making time is the hands-on time it takes to create the product.

This may be food, crafts, books, digital products, gift baskets, soaps, sauces, spices, worksheets, or anything else you create.

Cooking or making time may include:

TIME	COOKING OR MAKING	
/	Measuring	Cooling
/	Mixing	Wrapping
/	Cutting	Assembling
/	Cooking	Designing
/	Baking	Editing
/	Blending	Printing
/	Pouring	Packaging
/	Filling Jars	Labeling
/	Quality control checking	

Example

If it takes 2 hours to make a batch of sauce, those 2 hours must be counted. If that batch makes 20 jars, divide the time cost among them.

Simple way to think about it

Ask yourself:

How long did my hands, mind, and attention work on this?

That time has value.

NOTES: _____

Mama Vega Reminder

Your hands are skilled. Do not treat them like they are free kitchen equipment.

Setup Time

Setup time is the time it takes to get ready before the selling, teaching, cooking, consulting, or presenting begins.

This is especially important for classes, vendor booths, speaking events, workshops, demos, and pop-ups.

Setup time may include:

TIME	SET UP	
/	Loading your car	Setting up food samples
/	Carrying boxes	Placing handouts
/	Setting up tables	Testing slides
/	Arranging products	Preparing your cooking station
/	Hanging signs	Greeting early guests
/	Setting up a tent	Organizing payment tools
/	Checking sound or video	

Example

If your class starts at 10:00 a.m., but you arrive at 8:30 a.m. to set up, that is 1.5 hours of work before the class starts.

That time counts.

Mama Vega Reminder

The show does not start when people walk in. The show starts when you begin setting up.

Cleanup Time

Cleanup time is also business time.

Many people forget to clean up because it happens after the customer leaves. But work is still work, even when nobody is watching.

TIME	CLEAN UP	
/	Washing dishes	Loading the car
/	Wiping counters	Unloading at home
/	Packing supplies	Restocking supplies
/	Taking down tables	Filing paperwork
/	Cleaning equipment	Cleaning your kitchen
/	Throwing away trash	Organizing leftover products
/		

Example

If a cooking demo takes 1 hour, but cleanup takes 45 minutes, your event did not take 1 hour. It took at least 1 hour and 45 minutes.

Mama Vega Reminder

Do not let cleanup become invisible labor. Invisible labor still wears out visible people.

Travel Time

Travel time is the time it takes you to get from one business location to another.

This matters especially when you drive to clients, classes, speaking events, vendor booths, rural towns, mountain areas, senior centers, schools, or community events.

Travel time may include:

TIME	TRAVEL	
/	Driving to the location	Weather delays
/	Driving back home	Parking
/	Stopping for gas	Load and unloading
/	Road for delays	Extra travel due to distance or terrain
/		

Important

Travel is not just gas. Travel is also your time, your energy, and the wear on your vehicle.

Example

If you drive 90 minutes one way to teach a class, that is 3 hours round-trip.

If the class is 1 hour, you are not working 1 hour. You are already at 4 hours before setup, cleanup, and follow-up.

Mama Vega Reminder

Your car is moving, your body is working, and your time is passing. Count it.

Teaching or Service Time

Teaching or service time is the time the customer usually sees.

This may be the class, consultation, coaching session, service appointment, demo, workshop, speaking event, or hands-on work.

Teaching or service time may include:

- Teaching a class
- Giving a consultation
- Doing a cooking demo
- Speaking at an event
- Helping a client organize a business idea
- Training someone on pricing
- Reviewing a product
- Creating a plan
- Answering questions
- Giving feedback
- Demonstrating a process

Important

Do not charge only for the hour itself. That hour is backed by your knowledge, your experience, your preparation, and your ability to solve problems.

NOTES: _____

Example

A 60-minute consultation may include:

- 15 minutes reviewing notes before the call
- 60 minutes on the call
- 15 minutes writing a follow-up
- 10 minutes sending links or resources

That is not 60 minutes. That is 1 hour and 40 minutes.

Mama Vega Reminder

People are paying for your clarity. Do not price your wisdom like loose change.

Admin Time

Admin time is the behind-the-scenes work that keeps your business running.

This is one of the most forgotten parts of pricing.

Admin time may include:

TIME	ADMINISTRATION	
/	Answering emails	Uploading files
/	Returning calls	Tracking expenses
/	Sending invoices	Saving receipts
/ /	Creating payment links	Following up with customers
/ /	Scheduling appointments	Managing orders
/	Updating your calendar	Updating your website
/	Writing descriptions	Preparing contracts

/	Creating flyers	Sending reminders
/	Posting on social media	
/		

Example

If it takes you 20 minutes to schedule a client, send the payment link, confirm the appointment, and send a reminder, that is business time.

Do not pretend it did not happen.

Mama Vega Reminder

Admin work is the backbone of the business. Without it, everything gets sloppy.

Emotional Labor

Emotional labor is the mental and emotional energy you put into serving others.

This is especially true for educators, caregivers, consultants, coaches, wellness workers, service providers, and community leaders.

Emotional labor may include:

TIME	EMOTIONAL LABOR	
/	Listening deeply	Calming confused clients
/	Encouraging people	Explaining the same thing more than once
/	Holding space for someone's fear	Being patient
/	Helping someone feel	Solving problems with kindness

/	confident	
/ /	Managing difficult personalities	Carrying responsibility for the outcome
/		

Example

If a client comes to you scared, overwhelmed, or unsure, you are not just giving information. You are helping them calm down, understand, and take action.

That takes skill.

Important

You do not need to put “emotional labor fee” on the invoice. But you do need to remember that your work takes more than time. It takes energy.

Mama Vega Reminder

A kind heart still needs boundaries. You can care deeply and still charge fairly.

Everyday Example

If someone asks you to make salsa, they are not just paying for tomatoes.

They are paying for:

- Your knowledge
- Your years of experience and/or tradition/authenticity
- Your hands.
- Your recipe.
- Your taste buds.
- Your clean kitchen.
- Your shopping time.
- Your chopping time.

- **Your cooking time.**
- **Your cleanup time.**
- **Your jars and labels.**
- **Your years of knowing what tastes right.**

The customer may only see a jar of salsa.

But you know better.

That jar carries your time, your skill, your culture, your care, and your experience.

So do not price it as if it fell from the sky.

Chapter 3 Closing

Your time is part of your price.

Not just the time people see.

Not just the final hour.

Not just the moment you hand over the product.

All of it.

The planning counts.

The shopping counts.

The making counts.

The setup counts.

The cleanup counts.

The travel counts.

The teaching counts.

The admin counts.

The emotional labor counts.

If your time is required, your price must respect it.

A business that does not pay for your time will eventually drain your energy, your money, and your joy.

And we are not building a business that eats the owner alive.



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

My Time Value Worksheet

Your time is not free. Put a value on your hours, effort, and expertise.

Use this worksheet before pricing any product, service, class, consultation, event, or workshop. Count the time it really takes, not just the time the customer sees.

DATE: _____

PRODUCT / SERVICE / CLASS: _____

TIME BREAKDOWN

TYPE OF TIME	TIME NEEDED
1. Planning time	
2. Prep time	
3. Shopping time	
4. Cooking / Making time	
5. Setup time	
6. Teaching / Service time	
7. Cleanup time	
8. Travel time	
9. Admin time	
10. Follow-up time	
11. Other time	
12. Total time required	

HOURLY RATE & TIME VALUE

My desired hourly rate: \$_____ per hour

Total hours: _____

Time Value: \$_____

Total Hours x Desired Hourly Rate = Time Value

QUESTIONS TO ANSWER

1. How many hours does this really take?

2. What hourly rate do I want to earn?

3. Did I include prep and cleanup?

4. Did I include travel?

5. Did I include follow-up?

FINAL CHECK

- Am I only charging for the time the customer sees? _____
- What part of my time have I been forgetting? _____
- Is this price fair to me and the customer? _____

“ Your time is part of the product.
Your time is part of the service.
Your time is part of the result. ”

— Mama Vega®

Mama Vega® Reminder:



Kindness without boundaries becomes burnout. Clear pricing protects your peace.

Now, Chew On This...®

QUESTIONS TO ANSWER



Know Your Time. Value Your Work. Price with Confidence.



Take time to answer these questions honestly. Your answers will help you build a price that covers all your time and helps your business grow.

1

How many hours does this really take?

Do not only count the time the customer sees. Include prep, travel, cleanup, admin, and follow-up.



My answer:

2

What hourly rate do I want to earn?

Choose a rate that respects your skill, experience, and the type of work you are doing.



My answer:

3

Did I include prep and cleanup?

Prep and cleanup are work. Do not leave them out.



Yes No I need to recalculate

Notes:

4

Did I include travel?

Include driving time, gas stops, loading, unloading, parking, and return time.



Yes No Not needed for this offer

Notes:

5

Did I include follow-up?

Follow-up may include emails, calls, notes, links, reminders, documents, or next steps.



Yes No Not needed for this offer

Notes:



When you count your time, you protect your peace and your profit.

NOTES: _____

REFLECTION

Answer these before setting your final price.



Reflection brings clarity.
Clarity brings confidence.
Confidence helps you price with peace and purpose.

1

Am I charging for all the time this takes?



2

Am I only charging for what the customer sees?



3

What part of my time have I been forgetting?



4

Is this price fair to the customer and me?



5

What boundary do I need to set around my time?



When you honor your time, you build a business that lasts.

NOTES: _____

Chapter 4: Product Pricing Made Simple

Main Lesson

A product must be priced to cover cost, time, fees, and profit.

A product is not profitable just because someone buys it. A product is profitable when the selling price is high enough to pay for everything it took to make it, package it, sell it, and still leave money in your hand.

That means your price must cover:

- Materials
- Ingredients
- Packaging
- Labels
- Labor
- Shipping
- Fees
- Profit

If your product price only covers your supplies, you are not paying yourself. If your product price does not include profit, your business cannot grow.

Baby, sales without profit is just movement. And movement without money will wear you out.

Simple Formula

Use this simple formula when pricing a product:

Total Cost + Time + Profit = Selling Price

Let's break that down:

- Total Cost = what you spent to make and sell the product
- Time = what your labor is worth

- Profit = the money left to help your business grow
- Selling Price = what the customer pays

Example

If a product costs you:

- \$5 in materials
- \$2 in packaging
- \$1 in labels
- \$4 in labor/time
- \$2 in fees
- \$6 desired profit

Then your selling price should be:

$$\$5 + \$2 + \$1 + \$4 + \$2 + \$6 = \$20$$

So the product should sell for at least \$20.

Mama Vega Reminder

If you leave profit out of the formula, you are building a business that cannot breathe.

What Makes a Product Profitable?

A product is profitable when the money coming in exceeds the money going out.

Simple as that.

But here is where people get confused: they count the sale, but they forget the cost.

If you sell something for \$20, that does not mean you made \$20. You only made what is left after all costs are paid.

NOTES: _____

A profitable product must cover:

- What does it cost to make?
- What does it cost to package?
- What does it cost to label?
- What does it cost to sell?
- What does it cost to ship or deliver?
- What are the payment fees?
- What is your time worth?
- What does your business need for profit?

Example

You sell a gift basket for \$50.

But it costs you:

- \$18 for products inside
- \$6 for the basket
- \$4 for ribbon and wrapping
- \$3 for labels and cards
- \$5 in labor
- \$2 in payment fees

Your total cost is \$38.

That means your profit is only \$12, not \$50.

Important Question

Ask yourself:

After I pay for everything, what is actually left?

That number tells the truth.

Mama Vega Reminder

Do not let the big sale number fool you. The leftover money is the real story.

NOTES: _____

Cost of Goods

Cost of goods means the actual cost of what goes into your product.

This is also called COGS, which stands for Cost of Goods Sold.

Do not let that fancy term scare you. It simply means:

What did it cost me to make this product?

Cost of goods may include:

- Ingredients
- Materials
- Raw supplies
- Containers
- Product pieces
- Printing
- Binding
- Jars
- Bottles
- Bags
- Baskets
- Fabric
- Beads
- Wood
- Wax
- Soap base
- Herbs
- Spices

Example

If you make a spice blend, your cost of goods may include:

- Spices
- Jar
- Lid
- Seal
- Label

- Scoop or sample bag

If you make a book, your cost of goods may include:

- Printing
- Binding
- Cover design
- Interior formatting
- Proof copy
- Shipping from the printer

If you make a digital download, your cost of goods may include:

- Design software
- Editing
- Formatting
- Template cost
- Sales platform fee

Mama Vega Reminder

Every product has a cost, even digital products. Digital does not mean free. Your time, tools, design, and knowledge still count.

Packaging

Packaging is what holds, protects, presents, or delivers your product.

Packaging matters because people often judge a product before they ever use it. Good packaging makes your product look trustworthy and valuable.

But packaging also costs money.

Packaging may include:

- Jars
- Bottles
- Lids

- Boxes
- Bags
- Tissue paper
- Bubble wrap
- Mailers
- Gift baskets
- Ribbon
- Product seals
- Thank-you cards
- Instruction cards
- Inserts

Example

You make a sauce that costs \$3 to prepare.

But the packaging costs:

- Jar: \$1.25
- Lid: \$0.40
- Seal: \$0.20
- Label: \$0.35
- Bag: \$0.50

Now the product cost is not just \$3.

It is \$5.70 before labor, fees, and profit.

Important

Pretty packaging should help you sell, not steal your profit.

Mama Vega Reminder

Packaging is like dressing for church. It helps people take the product seriously, but you still have to pay for the outfit.

NOTES: _____

Labels

Labels are part of your product cost and your product image.

A label tells the customer what the product is, who made it, and why it matters.

Labels may include:

- Product name
- Brand name
- Logo
- Ingredients
- Weight or size
- Instructions
- Safety notes
- Nutrition information
- Barcode
- Website
- Contact information
- Price sticker
- Batch number
- Expiration or best-by date

Example

If you pay \$30 for 100 labels, each label costs 30 cents.

That 30 cents must be included in each product price.

If you also paid \$150 to have the label designed, you should spread that design cost over the products you plan to sell.

Example

Label design: \$150

Expected first batch: 150 products

That means you add \$1 per product to recover the design cost.

Mama Vega Reminder

A label is not just decoration. It is part of your brand. Count it.

Shipping

Shipping must be counted, even when the customer pays for shipping separately.

Why? Because shipping includes more than the postage label.

Shipping costs may include:

- Postage
- Shipping box
- Bubble wrap
- Tape
- Mailer
- Packing paper
- Shipping label
- Printer ink
- Gas to the post office
- Time to pack the order
- Time to drop it off
- Replacement cost if damaged

Example

You charge a customer \$8 for shipping.

But your real shipping cost is:

- Postage: \$7.10
- Box: \$1.00
- Tape and packing: \$0.50
- Label: \$0.20

- Time to pack: \$2.00

Your real shipping cost is \$10.80.

That means charging \$8 for shipping costs you \$2.80.

Important

You can handle shipping in a few ways:

- Add shipping to the product price.
- Charge shipping separately.
- Offer free shipping only when the price is high enough.
- Offer free shipping after a minimum order amount.

Mama Vega Reminder

Free shipping is not free for the business owner. Somebody pays for it. Make sure it is not quietly coming out of your grocery money.

Marketplace Fees

Marketplace fees are the fees charged by platforms where you sell your products.

These platforms help you reach customers, but they usually take a percentage or charge a fee.

Marketplace examples:

- Amazon
- Etsy
- Shopify
- Printify/Printiful
- Stan Store
- PayPal
- Stripe
- Square

- Farmers market vendor systems
- Online course platforms
- Digital download platforms

Fees may include:

- Listing fees
- Transaction fees
- Payment processing fees
- Monthly platform fees
- Referral fees
- Shipping label fees
- Advertising fees
- Subscription fees

Example

You sell a digital workbook for \$27.

After payment processing and platform fees, you may receive less than \$27.

If the fees total \$2, then you receive \$25.

That means your price must be high enough to still leave a profit after fees.

Important

Do not be angry at the fee. Just plan for the fee.

The platform is providing a service. Your job is to price correctly so the fee does not eat into your profit.

Mama Vega Reminder

Every marketplace has a toll booth. If you want to drive on that road, include the toll in the trip.

NOTES: _____

Wholesale vs Retail

Wholesale and retail prices are different.

This is very important.

Retail Price

Retail price is what the customer pays when they buy directly from you.

Example:

A customer buys your spice blend from your website, booth, or table for \$12.

That is retail.

Wholesale Price

Wholesale price is what a store, shop, or buyer pays when they buy from you in larger amounts to resell your product.

Example:

A store buys 24 jars of your spice blend from you for \$6 each and sells them to customers for \$12 each.

That is wholesale.

Why wholesale must be planned carefully

If your product costs too much to make, you may not have room to offer wholesale.

Example

Your product sells retail for \$12.

But your real cost is:

- Materials: \$3
- Packaging: \$1.50

- Label: \$0.50
- Labor: \$2
- Fees: \$1

Total cost: \$8

If a store wants to buy it wholesale for \$6, you lose money.

That is not a wholesale opportunity. That is a warning sign.

Simple Rule

Before you offer wholesale, make sure your product is profitable at the wholesale price.

Mama Vega Reminder

Do not be so excited to get on a shelf that you forget to make money. Shelf space without profit is just expensive bragging rights.

Introductory Pricing

Introductory pricing is a special introductory price offered for a limited time.

It can help you launch a product, attract first buyers, and get feedback.

But it must be used carefully.

Introductory pricing can be used for:

- New digital books
- New workbooks
- New sauces
- New spice blends
- First-time classes
- Vendor launch specials
- Holiday bundles
- Founding customer offers

Example

Your digital workbook's regular price is \$47.

You launch it for one week at \$27.

That is introductory pricing.

Important Rules

Introductory pricing should have:

- A clear start date
- A clear end date
- A reason for the lower price
- A plan to raise the price later

What to say

“This workbook is available at the introductory price of \$27 through Friday. After that, the regular price will be \$47.”

Do not do this

Do not keep saying “introductory price” forever.

That trains people not to believe you.

Mama Vega Reminder

A sale should be a season, not your whole personality.

Why Cheap Pricing Can Trap You

Cheap pricing may feel safe at first.

NOTES: _____

You may think:

- **“People will buy faster.”**
- **“I do not want to scare people away.”**
- **“I am just starting.”**
- **“I want to help.”**
- **“I can raise it later.”**

But cheap pricing can become a trap.

Cheap pricing can cause:

- **Low profit**
- **Too much work**
- **Burnout**
- **Customers who expect discounts**
- **Trouble raising prices later**
- **Less respect for your product**
- **No money for marketing**
- **No money to improve the product**
- **No money to pay for help**
- **No money to grow**

Example

You sell a product for \$10 to keep it affordable.

But the product costs you:

- **\$4 materials**
- **\$2 packaging**
- **\$1 labels**
- **\$2 labor**
- **\$1 payment fee**

Your total cost is \$10.

You made zero profit.

Now, if anything goes wrong, you are in the hole.

The real danger

Cheap pricing can keep you busy but broke.

And busy can fool you.

You may have orders, customers, and activity, but no money left after expenses.

Mama Vega Reminder

Do not confuse full hands with a full bank account.

Product Examples

Salsa

Salsa pricing should include:

TIME	INGREDIENTS	
	Tomatoes	Labels
	Peppers	Seals
	Onions	Gas to shop
	Garlic	Cooking time
	Herbs	Cleaning time
	Spices	Packaging time
	Vinegar/Lemon/Lime	Payment fees
	Jars	Profit
	Lids	

Example

If one jar of salsa costs \$4 to make and package, and your labor is \$2 per jar, and you want a \$3 profit, the selling price should be at least:

$$\text{\$4} + \text{\$2} + \text{\$3} = \text{\$9}$$

If there are fees, add those too.

Spices

Spice pricing should include:

- Spice ingredients
- Bottles or bags
- Labels
- Seals
- Scoops
- Mixing time
- Filling time
- Packaging time
- Testing and recipe development
- Marketplace fees
- Profit

Example

If a spice blend costs \$3.50 total before profit and you want \$4 profit, your selling price should be at least:

\$7.50

You may round up to \$8 or \$9, depending on your market and brand.

NOTES: _____

Baked Goods

Baked goods pricing should include:

COST / TIME COST	INGREDIENT /ACTIVITY	
/	Flour	Boxes/containers
/	Sugar	Bags
/	Butter/oil	Labels
/	Eggs/egg replacement	Electricity or gas
/	Milk/nondairy	Prep time
/	Spices	Baking time
/	Filling	Cooling time
/	Frosting	Cleanup time
/	Bakng cups/trays	Delivery time
/	Profit	

Example

If a dozen cookies costs \$8 to make and package, and your time is worth \$10 for that batch, and you want a \$12 profit, the dozen should sell for at least:

\$30

NOTES: _____

Handmade Crafts

Handmade crafts pricing should include:

- Materials
- Tools used
- Packaging
- Tags
- Design time
- Making time
- Finishing time
- Display materials
- Booth fees
- Marketplace fees
- Profit

Example

If a handmade bracelet costs \$6 in materials, takes 30 minutes to make, and your hourly rate is \$20, then your labor cost is \$10.

Before profit, the bracelet already costs:

$$\$6 + \$10 = \$16$$

If you want a \$9 profit, the selling price should be:

\$25

NOTES: _____

Books

Book pricing should include:

COST	COMPONENTS	
	Writing time	Proof copy
	Editing	ISBN if used
	Cover design	Shipping
	Formatting	Platform fees
	Printing cost	Marketing
	Profit	

Example

If a printed workbook costs \$7 to print and ship to you, and you spend \$2 per copy on packaging or handling, and you want a \$16 profit, the selling price should be at least:

\$25

For a digital book, there may not be printing costs, but there is still:

- Writing time
- Design time
- Editing time
- Platform fees
- Marketing time
- Knowledge value

Digital does not mean cheap.

Digital Downloads Creations

Digital downloads include workbooks, checklists, guides, templates, journals, worksheets, planners, ebooks, and mini-courses.

Digital download creation costs may include:

COST	DIGITAL CREATION	
/	Writing time	Payment processing fee
/	Canva or design software	Platform fees
/	Formatting	Marketing
/	Editing	Website or funnel
/	Cover design	Customer service
/	Email delivery system	

Important

A digital product can be sold repeatedly, but the first version still takes time and skill to create.

Example

A digital pricing workbook may sell for:

- \$17 as a small guide
- \$27 as an introductory workbook
- \$47 as a full workbook
- \$97 or more if it includes video training

Mama Vega Reminder

Do not price digital products as if they took five minutes, just because there is no paper.

Gift Baskets

Gift baskets are beautiful, but they can be dangerous if you do not count every piece.

Gift basket pricing should include:

COST	COMPONENTS /MATERIALS	
	Basket of container	Labels
	Products inside	Time to assemble
	Ribbon	Delivery
	Wrap	Payment fees
	Tags	Cards
	Profit	

Example

A gift basket contains:

- Products: \$22
- Basket: \$5
- Filler and ribbon: \$3
- Card and label: \$1
- Labor: \$10
- Fees: \$2

Total cost before profit: \$43

If you want a \$20 profit, the basket should sell for at least:

\$63

You may round to \$65 or \$67.

Mama Vega Reminder

Gift baskets look simple, but every bow, tag, and tuck costs time and money.

Chapter 4 Closing

Product pricing does not have to be complicated, but it must be honest.

You must know the product's cost.

You must include your time.

You must include packaging and labels.

You must include shipping and fees.

You must include profit.

A product that does not make a profit cannot support your business.

And a business that does not support you will eventually drain you.

You are not creating products just to stay busy. You are creating products to serve people, build income, and grow a legacy.

Price with truth.
So price with care.
Price with confidence.

Now, Chew On This...®

Product Pricing Sheet

Use this worksheet before setting the price for any product.

NOTES: _____



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

Final Check

Before you sell this product, answer these questions.

DATE: _____

PRODUCT NAME: _____

FINAL CHECK

1. Did I include all materials or ingredients?

2. Did I include packaging?

3. Did I include labels?

4. Did I include my labor/time?

5. Did I include payment or marketplace fees?

6. Did I include shipping or delivery costs?

7. Did I include profit?

8. Is my price too low, fair, or strong?

9. Do I need a retail and wholesale price?

10. What price will I confidently charge?

FINAL THOUGHT

“

Price from facts,
not fear.

”

— Mama Vega®

Mama Vega® Reminder:



A strong product price covers the cost,
honors your time, and leaves room for profit.

Now, Chew On This...®

Mama Vega Final Note for the Worksheet

A product price should NOT be a guess.

It should be a number built on truth.

Count the cost.

Count the time.

Count the fees.

Add the profit.

Then stand on your price like you mean it.

NOTES: _____

Chapter 5: Service Pricing Made Simple

Main Lesson

Services must be priced based on value, time, preparation, experience, and results.

A service is not just the time someone sees you working. A service includes the thinking, planning, preparation, problem-solving, skills, education, travel, follow-up, and emotional energy that go into helping the client.

Many service providers undercharge because they only count the appointment time.

But baby, that one hour did not come from nowhere.

It came from your years of learning, your mistakes, your wisdom, your training, your experience, your preparation, and your ability to help someone get a result.

A service price should not only ask, “How long did this take?”

It should also ask:

- What problem am I solving?
- What result am I helping create?
- What experience do I bring?
- What preparation is required?
- What will this save the client?
- What will this help the client earn, avoid, understand, or improve?

That is how you price with wisdom, not fear.

What Is a Service?

A service is work you do for another person, group, business, organization, or community.

NOTES: _____

A service may not always be something they can hold in their hand, but it still has value.

Examples of services:

- Consultations
- Coaching
- Teaching
- Workshops
- Speaking
- Cooking classes
- Food demonstrations
- Business development
- Pricing help
- Marketing help
- Product placement helps
- Label review
- Meal planning
- Wellness education
- Caregiver support
- Virtual assistant work
- Transaction coordination
- Social media support
- Training
- Organizing
- Event support

A simple way to understand it

A product is usually something people buy and receive.

A service is something people experience, learn from, or receive help through.

Example

A jar of salsa is a product.

A cooking class that teaches someone how to make salsa is a service.

NOTES: _____

Both have value.
 Both need pricing.
 Both must include time, skill, and profit.

Mama Vega Reminder

Just because they cannot put your service in a shopping bag does not mean it has no value.

Why Services Are Often Underpriced

Services are often underpriced because people forget how much work goes into them.

They think, “It only took one hour.”

No, ma’am. That is not the whole truth.

That one-hour service may include:

TIME / COST	ONE-HOUR SERVICE TIME INCLUDES	
	Years of experience	Supplies
	Emails	Emotional labor
	Scheduling	Follow up
	Research	Problem solving
	Prep time	Creating documents
	Travel	Reviewing information
	Customizing the service	

NOTES: _____

Why people undercharge for services:

- They feel guilty charging more.
- They do not know their numbers.
- They compare themselves to beginners.
- They think people will not pay.
- They are afraid of hearing “no.”
- They want to help everyone.
- They only count the visible hours.
- They forget their expertise has value.

Example

A consultant may charge for a 60-minute session, but before that session, she may spend 30 minutes reviewing notes, 20 minutes preparing questions, 15 minutes sending reminders, and 20 minutes writing follow-up steps.

That is not one hour.

That is over two hours of work.

Mama Vega Reminder

Do not price your service solely by the clock. Price it by the value, preparation, and result.

NOTES: _____

One-Time Service Pricing

A one-time service is one that the client pays for only once.

It has a clear beginning, clear ending, and clear result.

Examples of one-time services:

- One business consultation
- One wellness consultation
- One label review
- One pricing session
- One cooking demonstration
- One speaking event
- One workshop
- One product setup session
- One document review
- One strategy session

NOTES: _____



HOW TO PRICE *a One-Time Service*

Count your time. Value your work. Protect your peace. Build your profit. ♥



You are not “just” helping.
You are providing a solution, saving time, and creating value.
Use this guide to make sure your price covers every part of the work.

1		PREP TIME Time spent planning, gathering, organizing, or getting ready.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____
2		SERVICE TIME The actual time you spend providing the service.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____
3		MATERIALS Supplies, ingredients, tools, or items used for the service.	Total Materials Cost \$ _____
4		TRAVEL TIME Driving time, loading, unloading, parking, and return time.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____ Plus: Gas/Expenses \$ _____
5		FOLLOW-UP TIME Emails, messages, reports, notes, reminders, or next steps.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____
6		EXPERIENCE Your skill, knowledge, training, and years of doing this well.	Experience Fee (Value Your Expertise) \$ _____
7		VALUE OF THE RESULT The value, transformation, or solution you provide.	Value/Impact Fee \$ _____
8		PROFIT Your reward for running a business and taking the risk.	Profit Goal (Minimum 20–30%) \$ _____



YOUR TOTAL PRICE
Add all lines above =

\$ _____



Tip: Raise your price if it does not feel good and aligned.
Your price should honor your time, your work, and your worth.

*Charge with confidence.
Deliver with excellence.
Rise with purpose.* ♥





Use this worksheet to create a simple profit plan for the next 30 days.







60 Minute Consultation Worksheet



You offer a 60-minute pricing consultation.

Your time may look like this:



Task	Time
 Review client notes	30 minutes
 Prepare questions	15 minutes
 Consultation	60 minutes
 Follow-up email	15 minutes
Total time:	2 hours



If your desired hourly rate is \$100, your minimum price should be:

$$2 \text{ hours} \times \$100 = \$200$$

You may price it at **\$197** because it feels clean and marketable.

Remember

Price your time.
Protect your value.
Build your business.



My Notes

Mama Vega Reminder

A one-time service should not become an unpaid relationship. Be clear about what is included and what is extra.

Hourly Pricing

Hourly pricing means you charge per hour.

This can be simple, but it can also be limiting.

Hourly pricing works well for:

- Admin help
- Ongoing assistant work
- Open-ended projects
- Coaching support
- Consulting when the scope is unclear
- Training by the hour
- Project cleanup
- Research
- Review work

Pros of hourly pricing:

- Easy to understand
- Easy to track
- Good when the work may change
- Helps protect your time

Cons of hourly pricing:

- Clients may focus only on time, not value
- It can punish you for being fast
- It may limit your income
- Clients may try to squeeze more into one hour

- It can make your expertise look like simple labor

Example

If you charge \$50 per hour and finish a job in 2 hours, you make \$100.

But if your experience helped you solve a problem that saves the client \$2,000, then \$100 may be too low.

Better way to use hourly pricing

Set a minimum number of hours.

Example:

- Minimum 2-hour session
- Minimum 5-hour package
- Minimum half-day rate
- Minimum project fee

Mama Vega Reminder

Hourly pricing can protect your time, but do not let it shrink your value.

Package Pricing

Package pricing means you bundle services at a single price.

This is often better than charging by the hour because it focuses on the result, not just the clock.

Examples of packages:

- 3-session business clarity package
- 4-week pricing support package
- Product launch package

- Wellness reset package
- Caregiver support package
- Workshop series
- Social media setup package
- Label and pricing review package

Why packages work well:

- They create clearer value.
- They help clients commit.
- They give you a more predictable income.
- They reduce back-and-forth.
- They allow deeper results.
- They help you avoid selling one tiny hour at a time.

Example Package

Pricing Clarity Package — \$497

Includes:

- One 60-minute pricing consultation
- Product or service pricing worksheet review
- One follow-up email with recommendations
- One 30-minute check-in call
- Simple next-step action plan

This is stronger than selling one hour alone because the client gets a clearer result.

Package pricing formula

Ask:

- What result will the client receive?
- How many hours will this take?
- What preparation is needed?
- What materials are included?

- What follow-up is included?
- What is the value of the result?

Mama Vega Reminder

Packages help people stop nibbling and start committing. A bite here and a bite there does not make a full meal.

Consultation Pricing

Consultation pricing should reflect your knowledge, preparation, and the value of your advice.

A consultation is not just a conversation. It is a guided session where you help the client understand what to do next.

Consultations may include help with:

- Pricing
- Business clarity
- Product ideas
- Food and wellness education
- Caregiver support
- Marketing direction
- Funnel planning
- Product placement
- Label review
- Class planning
- Income strategy

NOTES: _____



Mama Vega®

PRICE IT RIGHT.
PROFIT WITH PURPOSE.

CHAPTER 5

What to Include in Consultation Pricing



Make sure your consultation price covers the full value of your work. ♥

1		Intake Form Review Time spent reviewing the client's form, background, and needs.	Time: _____ Value: \$ _____
2		Preparation Planning questions, reviewing information, and getting ready for the session.	Time: _____ Value: \$ _____
3		Session Time The actual time spent in the consultation.	Time: _____ Value: \$ _____
4		Notes Writing notes, action steps, or takeaways after the session.	Time: _____ Value: \$ _____
5		Follow-Up Email Sending recap notes, links, reminders, or next steps.	Time: _____ Value: \$ _____
6		Resources Handouts, tools, worksheets, or recommended resources you provide.	Cost/Value: \$ _____
7		Your Experience Your knowledge, training, judgment, and years of experience.	Cost/Value: \$ _____
8		The Value of Clarity The clarity, direction, and confidence the client receives.	Cost/Value: \$ _____

Consultation Price Total
Add all lines above =
\$ _____

“ Do not price your consultation like a casual conversation. Price it like the clarity it gives. ”
— Mama Vega®

♥ A consultation is not just the session. It is the preparation, wisdom, follow-up, and result. ♥



Now, Chew On This...® ♥

Mama Vega®








Use this worksheet to create a simple profit plan for the next 30 days.



Example Consultation Pricing



Consultation Type	Suggested Price
 15-minute discovery call	Free or low-cost
 30-minute mini consultation	\$75-\$97
 60-minute consultation	\$197
 90-minute deep-dive session	\$297-\$397
 3-session package	\$497-\$750+



Important

A free consultation **should not** become a full unpaid consultation.

A free call should help decide:

- ✓ Is this a good fit?
- ✓ What does the client need?
- ✓ Which paid offer is best?

My Notes



Price your time. Protect your value.
Help more people. Build the life you love.



Mama Vega Reminder

Free calls are for direction, not deep surgery. Do not perform the whole operation in the waiting room.

Teaching / Workshop Pricing

Teaching and workshop pricing must include much more than the time in front of the room.

A class is not just a class.

It may include:

- Planning
- Lesson design
- Slides
- Handouts
- Worksheets
- Printing
- Supplies
- Setup
- Teaching time
- Questions
- Cleanup
- Travel
- Follow-up
- Experience
- Customization for the audience

NOTES: _____

Examples of teaching/workshop services:

- Pricing class
- Cooking class
- Wellness class
- Brain-gut connection class
- Caregiver wellness workshop
- Food, Mood & Poop class
- Product pricing workshop
- Financial literacy class
- Senior community class
- Business development training

How to price a workshop

Include:

- Prep hours
- Teaching hours
- Travel hours
- Supplies
- Printing
- Materials
- Assistant/helper
- Set up and cleanup
- Lodging if needed
- Value of the training
- Organization budget

NOTES: _____

My 30-Day Profit Plan











Use this worksheet to create a simple profit plan for the next 30 days.



2 Hour Workshop Worksheet

A 2-hour workshop may actually require:



Task	Time
 Planning	2 hours
 Creating handouts	1 hour
 Shopping/prep	1 hour
 Travel	3 hours
 Setup	1 hour
 Teaching	2 hours
 Cleanup	30 minutes
 Follow-up	30 minutes
Total time:	11 hours



*If you only charge for 2 hours, you are giving away **9 hours**.*



My Notes



Price your time. Protect your value.
Help more people. Build your freedom.



Mama Vega Reminder

Do not price the class by the time on the flyer. Price it by the work behind the class.

Travel and Lodging Fees

Travel and lodging fees must be included when a service requires you to leave your normal work area.

This is especially important for rural areas, mountain roads, evening classes, long-distance events, and overnight stays.

NOTES: _____

CHAPTER 5



TRAVEL AND LODGING FEES

*Count your time. Value your work. Protect your peace.
Build your profit. ♥*



Travel is work.

Do not absorb travel costs. Include every cost that takes you away from your time, your home, and your peace.

Reminder:

Add these costs to your price. Do not apologize for protecting your time and your business.

TRAVEL FEES MAY INCLUDE:	MY NOTES / MY COSTS
GAS Fuel needed for the trip.	\$ _____
MILEAGE Every mile your vehicle is in use.	\$ _____
DRIVING TIME Time spent driving to and from your destination.	\$ _____
PARKING Parking fees at your destination.	\$ _____
TOLLS Tolls, bridges, or road passes.	\$ _____
MEALS Meals on the road.	\$ _____
LODGING Hotel, Airbnb, or other stays.	\$ _____
EXTRA TRAVEL RISK Unplanned issues, safety, or risk factors.	\$ _____
WEAR AND TEAR ON YOUR CAR Maintenance and vehicle wear.	\$ _____
WEATHER DELAYS Delays or hazards due to weather.	\$ _____
ROAD CLOSURES Detours, construction, or closures.	\$ _____
TIME AWAY FROM HOME Time away from family, rest, and personal responsibilities.	\$ _____



Tip from Mama Vega®

If you paid for it, used it, or lost time because of it, it belongs in your price. Do not eat the cost. Your time matters. ♥

TOTAL TRAVEL & LODGING FEES

(Add all lines above)

\$



When you honor your time, you protect your peace and your profit.

Important

Travel is not a favor. Travel is part of the service.

If a client or organization wants you to come to them, they must pay for what it takes to get you there safely and professionally.

Example

If you drive 90 minutes one way, that is 3 hours round trip.

If the event is in the evening and the road may close due to weather, lodging should be included.

Suggested travel language

“Travel outside of Bakersfield may include mileage, drive time, meals, and lodging when needed. Evening events or mountain-pass travel may require overnight lodging for safety.”

Mama Vega Reminder

You are not a mule carrying wisdom over the mountain for free. Count the road, count the time, and count the risk.

Rush Fees

A rush fee is an extra charge for work that needs to be done quickly.

Rush work costs more because it requires you to adjust your schedule, move other tasks, work extra hours, or carry more pressure.

Rush fees may apply when:

- The client needs something in 24–48 hours.
- The work requires evening or weekend time.
- The deadline is last-minute.

- You must rearrange your schedule.
- You must create materials quickly.
- You must travel on short notice.
- The client did not plan ahead.

Common rush fee options:

- Add 25%
- Add 50%
- Add a flat rush fee
- Require full payment up front

Example

Regular service price: \$200

Rush fee: 25%

Rush fee amount: \$50

Final rush price: \$250

Important

A rush fee is not a punishment. It is protection.

Your time, schedule, and peace matter.

Mama Vega Reminder

Poor planning on their part should not become free stress on your part.

Everyday Example

A hairdresser does not only charge for scissors.

A teacher does not only charge for paper.

A consultant does not only charge for one hour.

They charge for the years it took to know what to do in that hour.

When someone pays for your service, they are paying for more than time. They are paying for judgment, skill, preparation, confidence, and results.

A client may say, “That only took you 30 minutes.”

But the truth is, it may have taken you 30 years to know how to do it in 30 minutes.

Do not shrink the value of your experience.

Chapter 5 Closing

Service pricing must be clear, fair, and strong.

Do not price your service based only on fear.

Do not price it based only on what someone else charges.

Do not price it based only on the number of hours people see.

Price it based on:

- **Time**
- **Prep**
- **Travel**
- **Materials**
- **Experience**
- **Results**
- **Energy**
- **Follow-up**
- **Value**

Your service is not small just because it cannot sit on a shelf.

Your wisdom has value. Your preparation has value.

Your presence has value. Your results have value.

And a service business must serve the client without sacrificing the owner.

Now, Chew On This...®

SERVICE PRICING



*Count your time. Value your work. Protect your peace.
Build your profit. ♥*



1 SERVICE INFORMATION

Service name: _____

Type of service:

- | | | |
|---|---|---|
| <input type="checkbox"/> Consultation | <input type="checkbox"/> Speaking | <input type="checkbox"/> Business support |
| <input type="checkbox"/> Coaching | <input type="checkbox"/> Cooking demo | <input type="checkbox"/> Wellness service |
| <input type="checkbox"/> Workshop | <input type="checkbox"/> Training | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Teaching/class | <input type="checkbox"/> Product review | |

2

Who is this service for?



3

What problem does this service solve?



4

What result should the client receive?



Tip from Mama Vega®

The clearer you are about your service, the easier it is to price with confidence and deliver with excellence. ♥



You can't pour from an empty cup. Price your work with love. ♥





SERVICE PRICE CHECK

Answer these before you give the client your price.

DATE:

SERVICE NAME:

Count your time. Value your work. Protect your peace. Build your profit. ♥

1 Did I include the full time required?

2 Did I include prep time?

3 Did I include travel time?

4 Did I include setup and cleanup?

5 Did I include materials?

6 Did I include follow-up?

7 Did I include my experience and value?

8 Does this price allow me to serve without resentment?

9 Is this a one-time price, an hourly price, or a package price?

10 What is the final price I will confidently quote?

FINAL THOUGHT

“ Price the full work, ”
not just the visible work.

— Mama Vega®



A strong service price respects your time, your wisdom, and your peace.



Now, Chew On This...®



SERVICE PRICING



*Count your time. Value your work. Protect your peace.
Build your profit. ♥*



1 SERVICE INFORMATION

Service name: _____

Type of service:

- | | | |
|---|---|---|
| <input type="checkbox"/> Consultation | <input type="checkbox"/> Speaking | <input type="checkbox"/> Business support |
| <input type="checkbox"/> Coaching | <input type="checkbox"/> Cooking demo | <input type="checkbox"/> Wellness service |
| <input type="checkbox"/> Workshop | <input type="checkbox"/> Training | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Teaching/class | <input type="checkbox"/> Product review | |

2

Who is this service for?



3

What problem does this service solve?



4

What result should the client receive?



Tip from Mama Vega®

The clearer you are about your service, the easier it is to price with confidence and deliver with excellence. ♥



You can't pour from an empty cup. Price your work with love. ♥





Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.



Rural Evening Workshop With Travel

Sample Service Pricing Example

Item	Amount
Prep time	3 hours
Teaching time	2 hours
Travel time	3 hours
Setup/cleanup	1.5 hours
Follow-up	1 hour
Total time	10.5 hours
Desired hourly rate	\$100
Time value	\$1,050
Materials	\$100
Lodging	\$175
Meals/gas	\$100



Suggested final price: \$1,425+



Notes / Reflection:



Count the road. Count the time. Count the true cost.

Chapter 6: Vendor Booths, Markets, and Events

Main Lesson

A vendor booth must make more money than it costs to show up.

A vendor booth can be a wonderful way to meet people, sell products, test new ideas, build your brand, and connect with the community. But let's be clear: showing up does not automatically mean you made money.

A busy booth does not always mean a profitable booth.

You may have people smiling, tasting samples, taking pictures, asking questions, and saying, "I'll come back," but at the end of the day, your numbers still have to make sense.

Before you pack your car, set up your table, and stand on your feet for hours, you must know:

- What does this event cost me?
- How much inventory do I need?
- How many items must I sell to break even?
- How many items must I sell to make a profit?
- Is this event worth my time, money, and energy?

Baby, a cute booth with no profit is just an expensive field trip.

Booth Fees

Booth fees are what you pay to have a space at an event, market, festival, pop-up, fair, conference, or community gathering.

Some booth fees are low. Some are high. Some are worth it. Some are not.

NOTES: _____

Booth fees may include:

- Vendor space fee
- Application fee
- Table fee
- Chair fee
- Tent fee
- Electricity fee
- Cleaning fee
- Insurance requirement
- Permit requirement
- Late registration fee

Example

If the booth fee is **\$75**, you are already starting the day at a **negative \$75**.

That means your first sales are not profitable. They are simply paying back the cost of being there.

Before saying yes to a booth, ask:

- How many people usually attend?
- Who is the audience?
- Are they buyers or just browsers?
- Are similar products already being sold?
- Is the booth indoors or outdoors?
- Is electricity included?
- Do I need my own table, tent, or chairs?
- What is the weather plan?
- What time do vendors set up?
- What time can vendors leave?

Mama Vega Reminder

Do not get excited just because someone invited you. Ask the money questions first.

Table Setup

Your table setup is how your booth looks and functions.

A good setup helps customers understand what you sell, what it costs, and why they should buy.

A messy setup can confuse people and cause them to walk away.

Table setup may include:

- Table
- Tablecloth
- Chairs
- Tent or canopy
- Product baskets
- Risers or stands
- Checkout area
- Price cards
- Business cards
- QR codes
- Email signup sheet
- Product samples
- Trash bag
- Hand sanitizer
- Bags for purchases

A strong table setup should:

- Look clean
- Show prices clearly
- Make products easy to see
- Have your brand name visible
- Have a simple checkout area
- Make it easy for customers to ask questions
- Make it easy for customers to buy

NOTES: _____

Example

If a customer has to ask, “How much is this?” for every item, you may lose sales. People like clarity. Clear prices help people make faster decisions.

Mama Vega Reminder

Your table should not look like you dumped your trunk on it. Make it easy for people to understand what you offer.

Displays

Displays help your products stand out.

A display is more than decoration. It helps guide the customer’s eyes and makes your booth look professional.

Displays may include:

- Stands
- Shelves
- Crates
- Risers
- Baskets
- Trays
- Product racks
- Book stands
- Spice racks
- Sample trays
- Gift basket displays
- Before-and-after examples
- Product bundles

NOTES:

Why displays matter

If everything sits flat on the table, it can look crowded. When you use height, layers, and clear groupings, customers can see your products better.

Example

Books standing upright sell better than books stacked flat because people can see the cover.

Spices displayed in rows with labels facing forward look more professional than jars scattered across the table.

Mama Vega Reminder

People buy with their eyes first. Give their eyes somewhere to land.

Signs

Signs help customers know who you are, what you sell, and what action to take.

A booth without signs can make people walk right past because they do not understand what you offer.

Signs may include:

- Business name sign
- Product name signs
- Price signs
- Bundle signs
- Special offer signs
- QR code signs
- “Scan to Pay” sign
- “Join My Email List” sign
- “Book a Consultation” sign
- “Ask Me About...” sign

Good signs should be:

- Easy to read
- Large enough to see from a few feet away
- Simple
- Clean
- Branded
- Not crowded with too many words

Example

A sign that says:

Books: \$20 each or 2 for \$35

It is better than making every person ask.

A sign that says:

Need help pricing your product? Scan here to book a consultation.

can turn booth visitors into future clients.

Mama Vega Reminder

A sign is your quiet salesperson. Let it work while you talk to someone else.

Samples

Samples can help customers taste, touch, smell, or experience your product before buying.

Samples are powerful, especially for food, spices, sauces, skincare, candles, books, and handmade products.

But samples are not free. They cost money.

Sample costs may include:

- Product used for sampling
- Sample cups
- Spoons
- Napkins
- Gloves
- Toothpicks
- Small bags
- Labels
- Trash bags
- Serving trays
- Time to prepare
- Food safety supplies

Example

If you sample salsa, you may need:

- Salsa
- Chips
- Cups
- Gloves
- Napkins
- Serving spoon
- Cooler
- Ice
- Trash bag

That cost must be counted.

Important

Samples should lead to sales. Do not let people snack all day with no buying.

What to say

“Would you like to taste the mild or spicy one? Today the jars are \$9, or you can get 2 for \$16.”

That connects the sample to the sale.

Mama Vega Reminder

Samples are bait, not a buffet. Use them wisely.

Gas

Gas is part of your booth cost.

If you drive to the event, drive to buy supplies, drive to pick up inventory, or drive to drop off products, your gas must be counted.

Gas costs may include:

- Driving to the event
- Driving home
- Driving to buy supplies
- Driving to pick up packaging
- Driving to print signs
- Driving to deliver products
- Extra trips because something was forgotten

Example

If gas costs \$40 round-trip, your booth cost is already \$40 higher.

If the booth fee is \$75 and gas is \$40, your cost is now **\$115** before you sell anything.

Mama Vega Reminder

Your car does not run on compliments. Count the gas.

NOTES: _____

Food

Food for you and your helper is a real cost.

Vendor events can be long. You may be there for several hours or the whole day. If you do not plan food, you may end up buying expensive food at the event.

Food costs may include:

- Breakfast before leaving
- Lunch
- Snacks
- Water
- Coffee or tea
- Food for helpers
- Cooler supplies
- Ice

Example

If you and your helper each spend \$15 on food, that is **\$30** added to the cost of the event.

Smart tip

Pack your own food when possible. Bring water, snacks, and a simple meal. That protects your money and your energy.

Mama Vega Reminder

Do not stand there hungry and shaky trying to sell confidence. Feed yourself first.

NOTES: _____

Lodging

Lodging must be counted when an event is far away, ends late, starts early, or requires travel through unsafe roads.

This is especially important for rural events, mountain roads, bad weather, evening workshops, and multi-day markets.

Lodging costs may include:

- Hotel
- Motel
- Short-term rental
- Parking
- Resort fees
- Taxes
- Meals while away
- Extra travel time
- Safety needs

Example

If an evening event is 90 minutes away through a mountain pass, driving home late may not be safe. Lodging should be included in the event cost or contract.

What to say

“For evening or long-distance events, lodging may be required for safety and will be included in the event cost.”

Mama Vega Reminder

Safety is not extra. Safety is part of doing business like a grown woman with sense.

NOTES: _____

Helper Pay

If someone helps you set up, sell, carry items, manage samples, handle checkout, or break down the booth, that helper's time has value.

Do not assume help is free just because someone loves you.

Helper tasks may include:

- Loading the car
- Unloading supplies
- Setting up the table
- Watching the booth
- Giving samples
- Taking payments
- Answering questions
- Restocking products
- Taking photos or videos
- Packing up
- Loading the car again

Example

If you pay a helper \$15 per hour for 5 hours, that is **\$75** added to your event cost.

If you do not pay them in cash, you may still owe them lunch, gas, or a thank-you gift. Count it.

Mama Vega Reminder

Love is love, but labor is labor. Respect the people who help you.

NOTES: _____

Inventory

Inventory is the product you bring to sell.

You must bring enough to make money, but not so much that you overpack, overwhelm yourself, or risk damage.

Inventory may include:

- Books
- Sauces
- Spices
- Baked goods
- Handmade crafts
- Gift baskets
- Digital product cards
- Printed guides
- Samples
- Bundles
- Promotional items

Before the event, decide:

- What are my best-selling items?
- What items have the highest profit?
- What items are easy to explain?
- What items make good bundles?
- How many do I need to sell to break even?
- How many do I need to sell to hit my profit goal?

Example

If you bring 50 spice jars and each jar gives you a \$5 profit, your maximum possible profit is **\$250**.

But if your total event cost is \$300, that inventory alone cannot make the event profitable.

Mama Vega Reminder

Do not just ask, "How much can I bring?" Ask, "How much can this inventory earn?"

Card Fees

Card fees are the fees charged when customers pay by debit card, credit card, online checkout, PayPal, Stripe, Square, or another payment system.

These fees are normal, but they must be counted.

Card fees may include:

- Percentage fee per transaction
- Flat fee per transaction
- Monthly account fee
- Card reader cost
- App or platform fee
- Instant deposit fee

Example

If you sell a \$20 item and the card fee is around \$1, you do not keep the full \$20.

You keep about **\$19** before other costs.

Why this matters

If most customers pay by card, your event's profit may be lower than you think.

Mama Vega Reminder

A card swipe takes a little bite. Make sure your price still leaves meat on the bone.

How Many Items Must You Sell to Break Even

Breaking even means you made enough money to cover your event costs, but you did not make a profit yet.

You are no longer in the hole, but you are not ahead either.

NOTES: _____



Mama Vega®



Break-Even Worksheet

Use this worksheet to understand how many items you must sell to cover your event costs.

Break-even formula

$$\text{Total Event Cost} \div \text{Profit Per Item} = \text{Number of Items to Break Even}$$

Example

Your event costs:

Cost Item	Amount
Booth fee	\$75
Gas	\$40
Food	\$20
Samples	\$25
Card fees estimate	\$10
Total event cost	\$170

You sell spice jars that give you \$5 profit per jar.

Now calculate:

$$\text{\$170} \div \text{\$5} = \text{34 jars}$$

That means you must sell 34 jars just to break even.

My Notes



Count the cost. Know your number. Price with confidence.

Important

If the number feels too high, you may need to:

- Raise your price
- Create bundles
- Bring higher-profit items
- Reduce event costs
- Choose better events
- Add a consultation offer
- Sell digital products too

Mama Vega Reminder

Break-even is not the goal. Break-even is just getting out of the ditch.

How Many Items Must You Sell to Make a Profit

Profit means you made more than your total event cost.

This is the money that helps your business grow.

Profit goal formula

Total Event Cost + Desired Profit = Sales Goal

Then:

Sales Goal ÷ Profit Per Item = Number of Items to Sell

NOTES: _____

Example

Your event cost is **\$170**.

You want to make **\$300 profit**.

Your total sales goal must cover both:

$$\mathbf{\$170 + \$300 = \$470}$$

If each item gives you **\$5 profit**, then:

$$\mathbf{\$470 \div \$5 = 94 \text{ items}}$$

That means you need to sell **94 items** to cover event costs and make a \$300 profit.

Important

If that number is too high, add higher-priced offers.

For example:

- Sell gift baskets
- Bundle products
- Offer a special event package
- Sell a digital workbook
- Book paid consultations
- Take preorders
- Collect emails for future sales

Example with a higher-profit offer

If you sell one \$197 consultation at the event, that may cover your booth cost faster than selling many small items.

That is why your booth should not only sell products. It should also build future income.

Mama Vega Reminder

Small products can make sales. Higher-value offers can make the day worthwhile.

Everyday Example

If the booth costs **\$75** and gas costs **\$40**, you are already **\$115 in the hole** before you sell a single jar, book, or bracelet.

Now add food, samples, table supplies, signs, card fees, and helper pay.

That \$75 booth may really cost you \$200 or more.

This is why you count the cost before you pack the car.

Because a vendor event is not just about being seen. It is about making the numbers make sense.

Chapter 6 Closing

Vendor booths, markets, and events can be powerful.

They can help you meet customers, sell products, build trust, collect emails, test offers, and book future services.

But they must be handled like business, not just activity.

Before you say yes to a booth, know:

- Your booth fee
- Your travel cost
- Your food and lodging cost
- Your helper's cost
- Your inventory cost
- Your card fees
- Your break-even number
- Your profit goal

NOTES: _____

VENDOR BOOTH

Profit Sheet



Plan with purpose. Price with confidence. Profit with peace. 



1 EVENT INFORMATION

Event name: _____

Event date: _____

Location: _____

Event time: _____

Setup time: _____

Breakdown time: _____

Expected attendance: _____

Type of event:



Farmers market



Community event



Vendor fair



School event



Festival



Church event



Pop-up



Senior event




Conference

Other: _____



Tip from Mama Vega®


The more prepared you are,
the more profitable and peaceful
your event experience will be. 



Your time is valuable.
Your work is valuable.
Price it accordingly.



When you honor your time, you protect your peace and your profit.

Mama Vega® 

BOOTH AND SETUP COSTS



Track every cost before you show up. ♥

Item	Cost
Booth fee	\$ _____
Application fee	\$ _____
Table rental	\$ _____
Chair rental	\$ _____
Tent/canopy	\$ _____
Electricity	\$ _____
Insurance/permit	\$ _____
Signs	\$ _____
Displays	\$ _____
Tablecloth	\$ _____
Other	\$ _____
Total booth/setup cost: \$ _____	



Tip from Mama Vega®

If you paid for the space and setup,
it belongs in your booth cost.



When you honor your time, you protect your peace and your profit.

Mama Vega® ♥



TRAVEL COSTS

Count the road before you count the sales. 

Item	Cost
Gas	\$ _____
Mileage	\$ _____
Parking	\$ _____
Tolls	\$ _____
Vehicle wear/tear	\$ _____
Other	\$ _____
Total travel cost: \$ _____	



Tip from Mama Vega®

Your car, gas, and driving time all matter. Travel is part of the cost.



When you honor your time, you protect your peace and your profit.

FOOD AND LODGING COSTS



Protect your peace and count the full trip. ♥

Item	Cost
Meals	\$ _____
Snacks	\$ _____
Water/drinks	\$ _____
Lodging	\$ _____
Hotel taxes/fees	\$ _____
Other	\$ _____
Total food/lodging cost: \$ _____	



Tip from Mama Vega®

If the event takes you away from home, your food and lodging belong in the price.



*Plan fully.
Price confidently.
Protect your peace.*



When you honor your time, you protect your peace and your profit.

Mama Vega® ♥



PRODUCT AND SAMPLE COSTS

Count what you bring, taste, and hand out. ♥

Item	Cost
Inventory/product cost	\$ _____
Samples	\$ _____
Sample cups/spoons/napkins	\$ _____
Bags	\$ _____
Labels	\$ _____
Packaging	\$ _____
Other	\$ _____
Total product/sample cost: \$ _____	



Tip from Mama Vega®

Samples are meant to help sales, but they still cost money.



When you honor your time, you protect your peace and your profit.

HELPER AND FEE COSTS



Respect the hands that help and the fees that follow. ♥

Item	Cost
Helper pay	\$ _____
Card fees	\$ _____
Platform fees	\$ _____
Tips/thank-you gift	\$ _____
Other	\$ _____
Total helper/fee cost: \$ _____	



Tip from Mama Vega®

Labor is labor,
even when someone is helping
you with love. ♥



When you honor your time, you protect your peace and your profit.

Mama Vega® ♥

Total Event Cost




Add it all up before you call it a good event. 

Category	Amount
Booth/setup cost	\$ _____
Travel cost	\$ _____
Food/lodging cost	\$ _____
Product/sample cost	\$ _____
Helper/fee cost	\$ _____

Total event cost: \$ _____



Mama Vega® Reminder

A booth should make money, not quietly eat it. 



When you honor your time, you protect your peace and your profit.

Mama Vega® 



Break-Even Calculation

Know how many items you must sell before profit begins. ♥

$$\text{Total Event Cost} \div \text{Profit Per Item} = \text{Items Needed to Break Even}$$



Total event cost:

\$ _____



Profit per item:

\$ _____



Items needed to break even:



Tip from Mama Vega®

Break-even is not profit.
It is simply getting out of the hole. ♥



When you honor your time, you protect your peace and your profit.

Mama Vega® ♥

PROFIT GOAL CALCULATION



Set the target before the event begins. ♥



Total Event Cost + Desired Profit = Sales Goal

Total event cost: \$ _____

Desired profit: \$ _____

Sales goal: \$ _____



**Sales Goal ÷ Profit Per Item = Items Needed
to Reach Profit Goal**

Sales goal: \$ _____

Profit per item: \$ _____

Items needed to sell: _____



Mama Vega® Reminder 

A sales goal without numbers is just a wish. ♥



When you honor your time, you protect your peace and your profit.

Mama Vega® ♥

INVENTORY PLAN



Bring what can actually make the day worthwhile. 

Product	Quantity Brought	Price	Profit Per Item	Quantity Sold	Total Sales	Total Profit
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____



Tip from Mama Vega®

Inventory should not just fill the table. It should feed the profit.



When you honor your time, you protect your peace and your profit.

Mama Vega® 

SALES RESULTS



Check the truth after the event is over. ♡



Actual sales made: \$ _____

Total event cost: \$ _____

Actual profit: \$ _____



Actual Sales - Total Event Cost = Actual Profit



What worked best?

Notes & reflections



Mama Vega® Reminder

Do not call it a good event
until you check the profit. ♡



When you honor your time, you protect your peace and your profit.

Mama Vega® ♡

EVENT REVIEW QUESTIONS



Look back with honesty so the next event can be even stronger. ♥

Answer these after the event.

- 1 Did I make a profit? Yes No Notes: _____

- 2 Did I at least break even? Yes No Notes: _____

- 3 Which product sold best? _____

- 4 Which product had the highest profit? _____

- 5 Did people ask for something I did not bring? _____

- 6 Did I collect emails or contacts? Yes No Notes: _____

- 7 Did I book any future consultations or orders? Yes No Notes: _____

- 8 Was this event worth my time and energy? _____

- 9 Would I do this event again? Why or why not? _____

- 10 What will I change next time? _____



Mama Vega® Reminder

A profitable event should teach you what to repeat, what to improve, and what to leave behind.



When you honor your time, you protect your peace and your profit.







Mama Vega® ♥



Use this worksheet to create a simple profit plan for the next 30 days.

Sample Vendor Booth Example

Event: Community Market

Cost Item	Amount
 Booth fee	\$75
 Gas	\$40
 Food	\$20
 Samples	\$25
 Table supplies/signs	\$30
 Card fees	\$10
Total event cost:	\$200



Now, let's say your product profit is \$5 per item.

Break-even

$$\$200 \div \$5 = 40 \text{ items}$$

You must sell 40 items just to break even.



Profit goal

You want to make a \$300 profit.

$$\$200 \text{ event cost} + \$300 \text{ desired profit} = \$500 \text{ sales goal}$$

$$\$500 \div \$5 \text{ profit per item} = 100 \text{ items}$$

You must sell 100 items to cover costs and reach your profit goal.



Plan it. Price it. Promote it.
Track it. Improve it. Profit!



Mama Vega Final Note for the Worksheets

Before you pack the car, count the cost.

Before you set up the table, set the goal.

Before you call it a good event, check the profit.

A booth should feed your business, not drain it.

NOTES: _____

Chapter 7: Pricing for Rural and Seasonal Communities

Main Lesson

Small towns and seasonal tourism areas need smart pricing because income can fluctuate throughout the year.

In many rural communities, money does not move the same way all year long. Some months are busy. Some months are slow. Some weekends are packed with visitors, and then Monday through Thursday may feel quiet.

That means business owners, makers, vendors, seniors, and service providers must learn how to price with the seasons in mind.

NOTES: _____



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

CHAPTER 7



A rural community may have:

✓ Local customers with fixed incomes	✓ Craft makers
✓ Tourists with more spending money	✓ Food makers
✓ Seasonal workers	✓ Service providers
✓ Retirees	✓ Small shops
✓ Vacation homeowners	✓ Farmers markets
✓ Weekend visitors	✓ Local festivals



Mama Vega® Reminder:



Know who lives there, who visits there, and who buys there.



The goal is not to overcharge locals or undercharge tourists. The goal is to create smart offers for both.

Baby, you cannot price everything the same way for everybody and expect your business to survive all year.

You need a plan for the busy season, the slow season, and the people who live there every day.

Understanding Seasonal Income

Seasonal income means money comes in stronger during certain times of the year and slows down during others.

In a tourism-based town, business may be: **Why this matters**

If you make most of your money during tourist season, you must plan for the months when fewer people are shopping.

NOTES: _____

UNDERSTANDING SEASONAL INCOME

Busy times and slow times help shape smart rural pricing.

BUSY TIMES	SLOW TIMES
<ul style="list-style-type: none">✓ Summer✓ Holidays✓ Festivals✓ River season✓ Fishing season✓ Camping season✓ Vacation weekends✓ Special events✓ Snow or mountain season, depending on the area	<ul style="list-style-type: none">✓ Winter months✓ School season✓ Bad weather✓ Road closures✓ Off-season weeks✓ Weekdays✓ After holidays

Mama Vega® Reminder

Know when money moves fast and when it slows down, so you can plan for both seasons.

That means you need to:

- Save during busy months
- Sell online during slow months
- Build an email list
- Create giftable products
- Offer seasonal bundles
- Take preorders
- Create products that tourists can reorder later
- Teach locals how to earn between tourist seasons

Example

A maker may sell many jars of jam during a summer festival but very few in January. If that maker collects customer emails and offers online shipping, she can still sell after tourists go home.

Mama Vega Reminder

The busy season should not just pay for today. The busy season should help carry the slow season, too.

Pricing for Locals

Pricing for locals means creating offers that people who live in the community can afford and use regularly.

Local customers are important because they are there when tourists leave.

They may not always spend big, but they can provide steady support if the product or service fits their needs and budget.

NOTES: _____

CHAPTER 7

A RURAL COMMUNITY MAY HAVE:



- | | |
|--|---|
| <ul style="list-style-type: none"> • Local customers with fixed incomes • Tourists with more spending money • Seasonal workers • Retirees • Vacation homeowners • Weekend visitors | <ul style="list-style-type: none"> • Craft makers • Food makers • Service providers • Small shops • Farmers markets • Local festivals |
|--|---|



Know your community. Serve your people. Grow your business. ♥

CHAPTER 7

BUSY TIMES & SLOW TIMES



BUSY TIMES	SLOW TIMES
Summer	Winter months
Holidays	School season
Festivals	Bad weather
River season	Road closures
Fishing season	Off-season weeks
Camping season	Weekdays
	After holidays
	Vacation weekends
	Special events
	Snow or mountain season, depending on the area



Plan with the seasons. Prepare with purpose. Profit with peace. ♥

CHAPTER 7

LOCAL PRICING MAY INCLUDE:



Smaller sizes	Senior-friendly prices
Basic versions	Bundle savings
Monthly specials	Subscription options
Loyalty cards	Pay-in-advance packages
Community discounts	Local pickup instead of shipping



Price for your people. Provide real value. Build lasting loyalty. ♥

1
4
4

Examples

Instead of only selling a large \$35 gift basket, offer:

- \$8 single item
- \$15 mini bundle
- \$25 local family bundle
- \$35 tourist gift basket
- \$50 premium gift set

This gives locals choices without weakening your brand.

Important

Do not make local pricing so low that you lose money.

Affordable does not mean unprofitable.

Mama Vega Reminder

Helping locals does not mean hurting your business. A fair price should serve the customer and still feed the business.











NOTES:

PRICING FOR TOURISTS



♡
 ✨ Tourists often buy differently than locals. ✨

THEY MAY WANT:

	Souvenirs
	Gifts
	Local food
	Handmade products
	Specialty items
	Something they cannot get at home
	A memory of the trip
	A story behind the product
	Convenient packaging
	Premium gift items



Tip from Mama Vega®

Tourists pay for experience, quality, and meaning. Show the value, tell the story, and price with confidence. ♡

Your product is more than an item— it's a memory they'll take home. ♡





TOURISTS WILL PAY MORE FOR WHAT FEELS SPECIAL



Tourists are often willing to pay more for something that feels special, local, and meaningful.



TOURIST PRICING MAY INCLUDE:



Premium packaging



Limited-edition products



Only sold here items



Gift boxes



Travel-size products



Souvenir bundles



Story cards



Higher-priced giftable items



Shipping options for reorders



Mama Vega® Reminder

When a product feels local, memorable, and meaningful, visitors are often happy to pay more.



Example

A local honey jar may sell to locals for everyday use.

But tourists may buy:

“Kern River Honey Gift Set”

Includes:

- Local honey
- Small wooden honey dipper
- Story card
- Branded gift bag

That can be priced higher because it is not just honey. It is an experience and a memory.

Mama Vega Reminder

Tourists are not just buying the item. They are buying the story, the place, and the feeling they want to take home.

Creating Exclusive Local Products

Exclusive local products are items that feel connected to one place.

These products work well in rural and tourism communities because people love buying something that feels special to that town.

NOTES: _____

EXCLUSIVE LOCAL PRODUCTS MAY INCLUDE:




	Local food items		Local honey
	Handmade crafts		River-themed gifts
	Local art		Mountain-themed products
	Small-batch sauces		Historical storytelling products
	Seasonal jams		Community recipe books
	Spice blends		"Only in Kernville" items

*Your products tell the story of your place.
That's what makes them unforgettable.*



Tip from Mama Vega®

Lean into what makes your community unique. When your products are rooted in your place, tourists will value them more. 

Local pride.
Local stories.
Lasting value.



WHAT MAKES A PRODUCT FEEL EXCLUSIVE?



It should have at least one of these:

<p>1</p> <p>LOCAL NAME</p>  <p>A name that represents your town, river, mountains, or community.</p> <p>Examples: <i>Kern River Spice, Mountain Mama Honey, Kernville Campfire Jam</i></p>	<p>2</p> <p>LOCAL INGREDIENT</p>  <p>Made with ingredients grown, gathered, or produced locally.</p> <p>Examples: <i>Kern River honey, local citrus, wild herbs, local chili</i></p>	<p>3</p> <p>LOCAL STORY</p>  <p>A story about your community, your family, or your inspiration.</p> <p>Examples: <i>Family recipe, riverside roots, multi-generational tradition</i></p>	<p>4</p> <p>LOCAL ARTWORK</p>  <p>Artwork created by a local artist or inspired by your area.</p> <p>Examples: <i>Local drawings, river scenes, mountain views</i></p>
<p>5</p> <p>LOCAL MAKER</p>  <p>Made by someone from the community with skill and care.</p> <p>Examples: <i>Handmade in Kernville, Made by a Local Mama</i></p>	<p>6</p> <p>LOCAL PACKAGING</p>  <p>Packaging that reflects your community and feels personal.</p> <p>Examples: <i>Kern River label, mountain colors, local photos</i></p>	<p>7</p> <p>LOCAL THEME</p>  <p>Designed around what your area is known for.</p> <p>Examples: <i>River life, fishing, hiking, camping, small town charm</i></p>	<p>8</p> <p>LIMITED AVAILABILITY</p>  <p>Available for a short time, in small batches, or only in one place.</p> <p>Examples: <i>Seasonal flavors, limited batches, only sold at local events or shops</i></p>

ADDITIONAL THINGS THAT MAKE A PRODUCT FEEL EXCLUSIVE



Small-batch or handmade

Produced in small amounts with care.



High quality ingredients

Better ingredients create more value.



Personal touch

A handwritten thank-you, hand-packed, or personal note.



Sustainable and local

Eco-friendly practices add value.



From a special place

People love products tied to a place they visited.



Perfect for gifting

Beautiful, useful, and easy to give.



Tip from Mama Vega®

Tourists don't just buy products. They buy experiences, memories, and a piece of the place they love.

Make your products unforgettable.



☆ When your product feels local, meaningful, and special, people remember it—and come back for it.

Example

Instead of selling plain jam, sell:

“Kernville Summer Peach Jam”

Instead of selling plain soap, sell:

“River Rock Lavender Soap”

Instead of selling plain gift baskets, sell:

“Only in Kernville Weekend Gift Box”

Important

Exclusive does not have to mean expensive to create. It means thoughtful, local, and memorable.

Mama Vega Reminder

People can buy ordinary things anywhere. Give them something that feels like it came from this place, these people, and this story.

Bundles and Gift Sets

Bundles and gift sets help increase sales because customers feel they are getting more value.

A bundle is when you put related products together and sell them as one offer.

Bundles work well for:

- Tourists
- Holidays
- Gift buyers
- Vendor booths

- Online stores
- Local shops
- Senior makers
- Community consignment tables

Bundle examples:

- Honey + tea + mug
- Jam + biscuits + recipe card
- Soap + lotion + washcloth
- Spice blend + recipe card
- Book + workbook + consultation card
- Jewelry + story card + gift pouch
- Local art print + postcard + magnet
- Sauce + rub + grilling guide

Why bundles help profit

Bundles can:

- Raise the average sale
- Move slower-selling items
- Make products feel gift-ready
- Help customers choose faster
- Create premium pricing
- Make your booth look fuller and more professional

Example

Single items:

- Soap: \$8
- Lotion: \$10
- Washcloth: \$5

Total: \$23

Bundle price: **\$25 with gift wrap**

The customer gets a ready-made gift. The seller gets a higher sale.

Mama Vega Reminder

People love convenience. A ready-to-give gift saves them thinking, wrapping, and running around.

NOTES: _____

ONLINE SALES MAY INCLUDE:



Sell beyond your location. Serve more people. Build a lasting brand.

1



WEBSITE STORE

Your own online shop open 24/7. Customers browse, order, and pay with ease.

6



HOLIDAY BOXES

Curated boxes for holidays and special occasions. Easy to gift and popular every year.

2



DIGITAL DOWNLOADS

Sell printables, guides, recipes, templates, or digital art. No shipping needed!

7



SUBSCRIPTION BOXES

Monthly or seasonal boxes that keep customers coming back. Build loyalty and steady income.

3



EMAIL OFFERS

Send special deals, new product alerts, and exclusive offers to your email list.

8



LOCAL PICKUP ORDERS

Offer online ordering with local pickup. Convenient for customers and saves on shipping.

4



SOCIAL MEDIA SALES

Sell directly through platforms like Facebook, Instagram, and TikTok. Show, share, and sell!

9



SHIPPED GIFT SETS

Beautifully packaged gift sets shipped right to their door. Perfect for any occasion.

5



PREORDERS

Take orders before your product is ready. Great for new items, limited runs, or busy seasons.

10



SEASONAL PRODUCT DROPS

Launch new products in limited quantities for a specific season or time of year. Create excitement and urgency!


TIPS FOR ONLINE SUCCESS



 Use clear photos and honest descriptions.

 Share your story and what makes your products special.


 Collect reviews and kind words from happy customers.

 Ship with care and package beautifully.

 Stay in touch and build relationships.




Tip from Mama Vega®

Online sales are more than transactions—they are connections. People buy from people they trust. 



*Make it easy.
Make it personal.
Make it local.*



Keep showing up. Keep creating. The world is ready for what you offer. 

WHAT TO COLLECT DURING THE BUSY SEASON




During tourist season, collect: 



Email addresses

.....



Phone numbers,
if appropriate

.....



Social media
follows

.....



Customer reviews

.....



Photos of
happy buyers

.....



Product
feedback

.....



Preorder
interest

.....




Gift order
requests

.....



Tip from Mama Vega®

The information you collect today helps you build relationships and increase sales tomorrow. 



Notes & Ideas:

.....
.....
.....

Example

A tourist buys local jam in July.

Inside the bag, include a small card:

“Loved your Kernville jam? Order holiday gift boxes online.”

Now that one tourist can become a repeat customer.

NOTES: _____

DIGITAL PRODUCT IDEAS



A rural maker can sell:



Digital products are useful because they do not require shipping.

DIGITAL PRODUCT IDEA	MY IDEAS What will it include? Who is it for? How will I sell it?
 <p>Recipe cards</p>	<hr/> <hr/> <hr/> <hr/>
 <p>Local story guides</p>	<hr/> <hr/> <hr/> <hr/>
 <p>Printable art</p>	<hr/> <hr/> <hr/> <hr/>
 <p>Travel guides</p>	<hr/> <hr/> <hr/> <hr/>
 <p>Craft tutorials</p>	<hr/> <hr/> <hr/> <hr/>
 <p>“How I Make This” mini guide</p>	<hr/> <hr/> <hr/> <hr/>
 <p>Community history booklet</p>	<hr/> <hr/> <hr/> <hr/>



Your ideas can become resources that help others and grow your business! 

NOTES & ADDITIONAL IDEAS:



Digital products are useful because they do not require shipping.

Mama Vega Reminder

Do not let customers leave town without a way to find you again. The sale should not end at the booth.

Community Consignment Ideas

Community Consignment as an Online Community Store

Community consignment means local makers place their products in one shared selling space, and the maker receives payment when the item sells.

But today, that shared space does not have to be only a shelf, table, or corner inside a building.

It can also become an **online community consignment store**.

That means the community creates one shared online shop where local makers, seniors, artists, food makers, crafters, and small business owners can list their products together.

Instead of each person needing their own website, payment system, marketing plan, and shipping setup, the community store becomes the shared doorway.

This can help people who have skill but not technology.

It can help seniors who make beautiful things but do not know how to sell online.

It can help rural makers reach tourists again after they leave town.

It can help the community earn money even during slow seasons.

How an Online Community Consignment Store Works

A local maker creates the product.

The community store lists the product online.

A customer buys the product through the shared store.

The store collects the money.

The maker is paid their share after the sale.

The store keeps a small percentage to cover the cost of running the website, marketing, payment processing, packing, or staff time.

Example

A local senior makes handmade aprons.

She does not have a website.

She does not know how to take online payments.

She does not want to ship packages by herself.

The online community store can:

- Take photos of the apron
- Write the product description
- List it online
- Collect payment
- Notify the maker when it sells
- Handle pickup or shipping
- Pay the maker her portion

Now her product can sell without her having to learn every piece of technology at once.

That is empowerment, not overwhelm.

NOTES: _____



What Can Be Sold in the Online Store



Use the list below to spark ideas for your online community store.
Circle the items you want to sell. Add your own ideas, too!

The online community store may include:

- ♥ Handmade soaps
- ♥ Local honey
- ♥ Woodwork
- ♥ Jewelry
- ♥ Baked goods, if allowed by law
- ♥ Jams and sauces, if properly permitted
- ♥ Local art
- ♥ Books
- ♥ Recipe cards
- ♥ Gift baskets
- ♥ Digital downloads
- ♥ Local story guides
- ♥ Community history booklets
- ♥ "Only in Kernville" gift boxes

Other ideas I want to add:

Product or Item	Why It's a Good Fit for Our Community	Who Will Buy It (Locals, Tourists, Online Customers)	Notes / Ideas	Price Idea (optional)

What will make our online store special?



Why This Helps Rural Communities

A rural community may have many talented people but not enough foot traffic all year long.

Tourists may come during busy season, then leave.

An online store gives those visitors a way to buy again.

A tourist who bought local honey in July can order a holiday gift box in December.

A visitor who loved a handmade bracelet can reorder one for a birthday gift.

A person who attended a local festival can keep supporting the town from home.

Why This Helps Seniors and Makers

Many seniors and makers already have valuable skills.

They may know how to sew, bake, paint, carve, make jewelry, preserve food, or tell local stories.

- Photos
- Pricing
- Product descriptions
- Online payments
- Shipping
- Packaging
- Marketing
- Social media
- Customer follow-up

The online community store gives them support instead of leaving them to figure it out alone.


NOTES: _____


Support Areas: We Can Help!



Seniors and makers may need help with many parts of selling online and getting their products in front of buyers. Use this page to plan what help you need and what support is available.

<p>1  Photos Good photos help sell your products. We can help with lighting, setup, and taking clear pictures.</p> <p>What help do I need? _____ Who can help me? _____</p>	<p>2  Pricing We can help you set fair prices that cover costs and still make a profit.</p> <p>What help do I need? _____ Who can help me? _____</p>
<p>3  Product Descriptions We can help write clear, friendly descriptions that tell your product story and attract buyers.</p> <p>What help do I need? _____ Who can help me? _____</p>	<p>4  Online Payments We can help set up safe and easy ways for customers to pay online.</p> <p>What help do I need? _____ Who can help me? _____</p>
<p>5  Shipping We can help you understand shipping options, costs, and how to send packages safely.</p> <p>What help do I need? _____ Who can help me? _____</p>	<p>6  Packaging We can help you choose strong, beautiful, and budget-friendly packaging.</p> <p>What help do I need? _____ Who can help me? _____</p>
<p>7  Marketing We can help plan how to tell people about your products and reach more customers.</p> <p>What help do I need? _____ Who can help me? _____</p>	<p>8  Social Media We can help you use social media to share your story, show your products, and grow your audience.</p> <p>What help do I need? _____ Who can help me? _____</p>
<p>9  Customer Follow-Up We can help you thank customers, ask for reviews, and keep in touch for repeat sales.</p> <p>What help do I need? _____ Who can help me? _____</p>	<p>10  Other Support I Need List any other help that would make it easier to grow my business.</p> <p>What help do I need? _____ Who can help me? _____</p>

Reflection  What is the one area I want to focus on getting help with first?

 _____ 

How the Money Could Be Split

The split should be clear before anything is sold.

Example:

Product sells for **\$40**

- Maker receives 70% = **\$28**
- Community store receives 30% = **\$12**

That \$12 can help pay for:

- Website costs
- Payment fees
- Product photos
- Packaging
- Staff or volunteer support
- Marketing
- Store management

Another option:

- Maker receives 60%
- Store receives 40%

This may be fair if the store handles more work, such as photography, shipping, storage, customer service, and marketing.

NOTES: _____

What the Store Must Track



The store should track:

- ♥ Maker name
- ♥ Product name
- ♥ Product price
- ♥ Quantity received
- ♥ Quantity sold
- ♥ Date sold
- ♥ Customer name
- ♥ Payment received
- ♥ Fees taken
- ♥ Maker payout
- ♥ Store commission
- ♥ Remaining inventory



This keeps everybody honest and organized.

No guessing. No confusion. No "I thought you said."

Write it down, baby. Paper remembers what people forget.

Date	Maker Name	Product Name	Product Price	Qty Received	Qty Sold	Date Sold	Customer Name	Payment Received	Fees Taken	Maker Payout	Store Commission	Remaining Inventory

Notes / Reminders



Why This Matters



- ♥ It builds trust with makers.
- ♥ It keeps the store running smoothly.
- ♥ It helps us plan better.
- ♥ It makes payouts quick and fair.
- ♥ It helps us grow together.

My commitment: I will track everything and keep our store honest and organized.

Signed: _____ Date: _____



Online Store Options

The community can start simple.

Possible platforms include:

- Shopify
- Square Online
- Etsy shop for the community
- Systeme.io
- WooCommerce
- A simple website with order forms
- A Facebook Shop or social selling page

The best platform is the one the community can actually manage.

Do not start too fancy. Start clean, clear, and useful.

Local Pickup and Shipping

The online store can offer two simple options:

Local Pickup

Good for locals and nearby customers.

Example:

“Order online and pick up at the coworking space on Friday.”

Shipping

Good for tourists and out-of-town buyers.

Example:

“Ship a Kernville gift box to family or friends.”

Shipping should be priced carefully. Boxes, tape, labels, gas, and time must be included.

Free shipping is not free. Somebody pays for it.

Gift Boxes Can Bring Higher Sales

The online community store can create curated gift boxes.

Examples:

- **Only in Kernville Gift Box**
- **River Weekend Gift Box**
- **Local Honey & Tea Box**
- **Mountain Maker Box**
- **Holiday Small-Town Gift Box**
- **Senior Maker Gift Box**

Gift boxes help because customers do not have to choose every item. The store does the thinking for them.

Convenience sells.

Digital Products Can Also Be Included

The online store does not have to sell only physical items.

It can also sell digital products, such as:

- Recipe cards
- Local story guides
- Printable art
- Travel guides
- Craft tutorials
- Community history booklets
- “How I Make This” mini guides

Digital products are powerful because they do not require shipping.

A senior’s recipe, a local artist’s printable, or a maker’s tutorial can keep selling again and again.

NOTES: _____





Simple Rules for the Community Store



Every maker should understand the rules before products are listed, sold, and paid out.

Rule	My Notes / Agreement
1. Who sets the price	_____ _____
2. What percentage does the maker receive	_____ _____
3. What percentage does the store keep	_____ _____
4. When payouts happen	_____ _____
5. Who handles damaged items	_____ _____
6. Who handles refunds	_____ _____
7. Who provides packaging	_____ _____
8. Who ships the item	_____ _____
9. How long do products stay listed	_____ _____
10. What happens if the item does not sell	_____ _____


Do not skip the rules.

Clear rules protect relationships.

What rules do I need to make clear before we begin?



Mama Vega® Reminder

A community store is not just about selling products.

It is about helping people turn their skills, stories, and handmade work into income.

It gives seniors a way to stay involved.

It gives makers a way to be seen.

It gives tourists a way to keep buying after they leave.

It gives the town a way to earn money beyond one busy weekend.

This is how a small community can turn local talent into shared income.

Not everybody needs their own storefront.

Sometimes the power is in one shared door.

Now, Chew On This...®

A community consignment space could sell:

- Handmade soaps
- Local honey
- Woodwork
- Jewelry
- Baked goods, if allowed
- Jams and sauces, if properly permitted
- Local art
- Books
- Cards
- Gift baskets
- Digital product cards
- Community story products

How consignment works

A maker provides the product.

The shop or community space sells the product.

When the product sells, the money is split.

Example consignment split

Product sells for: **\$20**

- Maker receives 70% = \$14
- Store receives 30% = \$6

Or:

- Maker receives 60%
- Store receives 40%

The split depends on the agreement.

Important

Every consignment agreement should clearly state:

- Who owns the product before it sells
- What percentage each person receives
- Who collects sales tax
- Who handles damaged items
- How often are makers paid
- How long do items stay on display
- Who sets the price
- What happens if the item does not sell

Mama Vega Reminder

Do not do handshake business when money is involved. Write it down, nice and clear.

Cooperative Marketing

Cooperative marketing means businesses and makers work together to promote each other.

In a small town, this can be powerful because a single business may not reach enough people, but several businesses together can create a stronger pull.

Cooperative marketing may include:

- Shared flyers
- Shared social media posts
- Group gift boxes
- Local shopping maps
- Vendor directories
- Joint events
- Business spotlight posts
- Cross-promotion
- Community email newsletters
- Seasonal shopping guides
- “Shop Local Weekend” campaigns

Example

A honey maker, soap maker, woodworker, jewelry maker, and baker create:

“Kernville Made Holiday Gift Guide”

Each person shares it with their customers. Now every maker gets seen by more people.

Another example

A coworking space hosts:

“Meet the Makers Saturday”

Each maker pays a small vendor fee, invites their audience, and promotes the event together.

Why this works

Cooperative marketing:

- Lowers marketing costs
- Increases visibility
- Builds community pride
- Helps tourists find local products
- Helps locals support local makers
- Creates stronger seasonal campaigns

Mama Vega Reminder

One candle lights a room. Many candles light the whole street.









NOTES: _____

Teaching Seniors and Makers How to Sell What They Know



Many seniors and makers have skills they do not know how to turn into income.
They have wisdom, experience, and talent that people need and will pay for.


They may know how to:

 Cook	 Repair	 Teach a skill
 Bake	 Tell stories	 Preserve food
 Sew	 Make jewelry	 Care for others
 Garden	 Make soap	 Create family recipes
 Build	 Paint	 Share local history




These skills have value. These skills solve problems. These skills build community.


But they may not know how to package, price, market, or sell that knowledge.
That is where teaching becomes powerful.

1. What skills do I have? 


List the things you already know how to do well.

2. Who needs this? 


Think about who could benefit from your skills.

3. How can I share it? 


What is one way you could teach, show, or create your knowledge?

4. What can I sell? 


List products, classes, services, or digital items based on your skills.


5. How can I package it? 


What is included? How will people receive it?


6. How can I price it? 



What feels fair for you and valuable for others?

 **Reflection** What is one skill I want to turn into income first?



 **My Commitment** I will take one step this week to share my skills with the world.



 **Your knowledge is valuable. Your story matters. Your skills can change lives.** 

You just need a plan, a little help, and the courage to start.

What seniors and makers may need help with:

- Choosing one product or service
- Pricing it correctly
- Naming the product
- Creating simple packaging
- Telling the story behind it
- Taking photos
- Selling at markets
- Selling online
- Creating gift bundles
- Understanding profit
- Collecting payment
- Building confidence

Examples of knowledge-based products

A senior who makes biscuits can sell:

- Biscuits
- Biscuit mix
- Recipe cards
- A biscuit-making class
- A digital recipe booklet
- A holiday gift box

A woodworker can sell:

- Cutting boards
- Small shelves
- Custom signs
- Woodworking class
- Digital “how I make it” guide

An artist can sell:

- Original art
- Prints
- Cards
- Local postcards
- Digital downloads

Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.



Example 1: Handmade Soaps



Handmade soaps can sell well when they feel local and giftable.

Pricing should include:

- ♥ Soap base or ingredients \$ _____
- ♥ Scents \$ _____
- ♥ Herbs \$ _____
- ♥ Molds \$ _____
- ♥ Labels \$ _____
- ♥ Wrapping \$ _____
- ♥ Cure time, if applicable \$ _____
- ♥ Labor \$ _____
- ♥ Display materials \$ _____
- ♥ Fees \$ _____

Total Cost \$ _____

Profit (Your Goal) \$ _____

Suggested Retail Price \$ _____

Product ideas:



River Rock Lavender Soap

Mountain Mint Soap

Wildflower Honey Soap

Campfire Cedar Soap

Local gift soap trio

Other ideas:

Notes / Ideas





Think Local. Sell Local. Share Kernville.

Make it meaningful. Make it giftable. Make it you.



Smart pricing idea

Sell single soaps for everyday buyers and gift sets for tourists.

Example:

- Single soap: \$8
 - Set of 3: \$22
 - Gift-wrapped set: \$25
-

Local Honey

Local honey can be priced higher when it includes story, source, and packaging.

Pricing should include:

- Honey cost
- Jar
- Lid
- Label
- Safety seal
- Honey dipper, if included
- Gift bag
- Labor
- Fees
- Profit

Product ideas:

- Local honey jar
- Honey tasting trio
- Honey and tea bundle
- Honey gift set
- Holiday honey basket

Smart pricing idea

Create a tourist-friendly gift set with a story card.

Example:

Kernville Honey Gift Set — \$25

Includes honey, dipper, and a local story card.

Woodwork

Woodwork can be profitable because handmade wooden items feel personal and lasting.

Pricing should include:

- Wood
- Sandpaper
- Stain
- Sealant
- Tools
- Blade wear
- Labor
- Design time
- Packaging
- Booth fees
- Profit

Product ideas:

- Cutting boards
- River-themed signs
- Cabin signs
- Wooden ornaments
- Small shelves
- Custom name signs

Smart pricing idea

Offer standard items and custom upgrades.

Example:

- Small cutting board: \$35
 - Large cutting board: \$65
 - Custom engraving: add \$15–\$30
-

Jewelry

Jewelry works well in tourist areas because it is easy to carry, give as a gift, and remember.

Pricing should include:

- Beads
- Wire
- Charms
- Clasps
- Tools
- Jewelry cards
- Bags
- Labor
- Design time
- Display stands
- Fees
- Profit

Product ideas:

- River stone bracelets
- Mountain charm necklaces
- Handmade earrings
- Birthstone pieces
- Local-themed jewelry cards

Smart pricing idea

Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.



Example 2: Baked Goods



Baked goods can sell well at events, but sales must be closely monitored.

Pricing should include:

- ♥ Ingredients \$ _____
- ♥ Packaging \$ _____
- ♥ Labels \$ _____
- ♥ Kitchen time \$ _____
- ♥ Baking time \$ _____
- ♥ Cooling time \$ _____
- ♥ Cleanup \$ _____
- ♥ Food safety supplies \$ _____
- ♥ Booth fees \$ _____
- ♥ Permits, if needed \$ _____
- ♥ Profit (Your Goal) \$ _____

Total Cost \$ _____

Suggested Retail Price \$ _____

Product ideas:



- Cookies

- Biscuits

- Muffins

- Sweet breads

- Mini pies

- Local fruit desserts

- Holiday baked boxes

- Other ideas:

Notes / Ideas





Think Local. Sell Local. Share Kernville.
Make it meaningful. Make it giftable. Make it you.



Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.

Example 3: Jams and Sauces



Jams and sauces are excellent local products when done safely and legally.




Pricing should include:

- ♥ Fruit or vegetables \$ _____
- ♥ Sugar or sweetener \$ _____
- ♥ Vinegar or acid \$ _____
- ♥ Spices \$ _____
- ♥ Jars \$ _____
- ♥ Lids \$ _____
- ♥ Labels \$ _____
- ♥ Seals \$ _____
- ♥ Cooking time \$ _____
- ♥ Cleanup time \$ _____
- ♥ Testing \$ _____
- ♥ Booth fees \$ _____
- ♥ Payment fees \$ _____
- ♥ Profit (Your Goal) \$ _____

Total Cost \$ _____

Suggested Retail Price \$ _____

Product ideas: 

- Summer peach jam


- Berry River Jam


- Spicy mountain sauce

- Apple cinnamon jam

- Holiday sauce trio

- Other ideas:

Notes / Ideas 

Smart pricing idea 

Create seasonal flavors and limited batches.

Example:

"Only 50 jars made this season."
Limited supply can increase urgency.

Smart pricing idea

Create seasonal flavors and limited batches.

Example:

“Only 50 jars made this season.”

Limited supply can increase urgency.

Local Art

Local art can help tourists take home a memory of the place.

Pricing should include:

- Canvas
- Paper
- Paint
- Ink
- Frames
- Printing
- Packaging
- Display stands
- Creative time
- Booth fees
- Fees
- Profit

Product ideas:

- Prints
- Postcards
- Greeting cards
- Framed art
- Magnets
- Stickers
- Digital downloads

Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.


Example 4: Digital Storytelling Products





Digital storytelling products let people sell knowledge, history, and creativity without needing physical inventory.





Examples include:


- Local recipe ebook 


- Audio story collection 


- Printable walking guide 


- Local history PDF 


- Digital postcard pack 

- Craft tutorial 

- "Stories from Kernville" booklet 

- Senior Wisdom Cookbook 

- Family recipe collection 

- Other idea: _____ 

Pricing should include:

- ♥ Writing time \$ _____
- ♥ Editing \$ _____
- ♥ Design \$ _____
- ♥ Photos \$ _____
- ♥ Formatting \$ _____
- ♥ Platform fees \$ _____
- ♥ Marketing \$ _____
- ♥ Knowledge value \$ _____
- ♥ Profit (Your Goal) \$ _____

Total Cost \$ _____

Suggested Retail Price \$ _____

Notes / Ideas



Why Digital Storytelling Works

- ♥ No shipping.
- ♥ No storage.
- ♥ People can buy and download instantly.
- ♥ It preserves stories, skills, and local history.
- ♥ It helps seniors and makes share their voice with the world.



Your Idea

What digital product could you create and sell?



Your stories are valuable. Your knowledge matters. Share it, sell it, and keep it alive.

Think Local. Sell Local. Share Kernville.



Smart pricing idea

Sell digital products through a simple link or QR code at events.

Example:

“Scan here to download the Kernville Recipe & Story Collection.”

Digital products can continue to be sold after the event is over.

“Only in Kernville” Gift Boxes

Gift boxes are powerful because they bring local products together in a single easy purchase.

A gift box may include:

- Local honey
- Handmade soap
- Jam
- Small art print
- Wood ornament
- Recipe card
- Local story card
- Branded box or bag

Pricing should include:

- Every item inside
- Box or basket
- Filler
- Ribbon
- Labels
- Cards
- Assembly time
- Payment fees
- Profit
- Consignment split, if applicable

Example

Gift box costs:

- Products inside: \$28
- Box and filler: \$5
- Label and story card: \$2
- Labor: \$8
- Fees: \$2

Total cost: **\$45**

Desired profit: **\$25**

Selling price: **\$70**

Smart pricing idea

Create three levels:

- Mini Box: \$25
- Classic Box: \$50
- Premium Box: \$75–\$100

Mama Vega Reminder

A gift box is not just a box full of items. It is a story people can carry home.

Everyday Example

A small town is like a garden.

In spring and summer, everything may bloom. People visit. They shop. They eat. They buy gifts. Money moves.

But in the colder or slower months, the garden needs stored seeds, canned food, and a plan.

That is how rural business works.

You do not just sell for the busy weekend. You build a plan for the whole year.

Tourist season may bring the crowd.

Local support keeps the roots alive.

Online sales carry the harvest into the slow months.

Chapter 7 Closing

Pricing for rural and seasonal communities takes wisdom.

You must understand the people who live there, the people who visit, and the months when money moves more slowly.

A smart rural business does not depend on one weekend, one event, or one season.

It creates:

- Local offers
- Tourist offers
- Giftable products
- Online sales
- Community partnerships
- Consignment options
- Cooperative marketing
- Training for makers and seniors
- Products with local story and pride

The goal is not just to sell more.

The goal is to help the community build income, dignity, and legacy.

Because when people know how to price what they make, teach, cook, grow, build, and know, the whole community gets stronger.

Now, Chew On This...®

SEASONAL INCOME PLANNING SHEET

Use this worksheet to plan products, services, and pricing for rural, seasonal, or tourism-based communities.



Part 1: Community Information

Community name: _____

Main busy season: _____

Slow season: _____

Main visitor type:

- Tourists
- Campers
- Vacation homeowners
- Festival visitors
- Outdoor recreation visitors
- Retirees
- Families
- Other: _____

Main local customer type:

- Seniors
- Families
- Makers
- Small business owners
- Workers
- Students
- Caregivers
- Other: _____



Tip from Mama Vega®:

Know who comes to your community, who lives there, and when money moves. That is how smart seasonal planning begins.

SEASONAL INCOME PLANNING SHEET



Part 2: What Sells During Tourist Season?

List products or services that tourists may buy during the busy season.

Product or Service	Why Tourists Would Buy It	Possible Price
1		\$
2		\$
3		\$
4		\$
5		\$

Question: What sells during tourist season?

My answer: _____



Tip from Mama Vega®:

Tourists often buy items that feel local, meaningful, giftable, and easy to take home.



SEASONAL INCOME PLANNING SHEET



Part 3: What Can Sell Online During Slow Season?

List products or services that can be sold when fewer people are visiting.

Product or Service	How It Can Be Sold Online	Possible Price
		\$
		\$
		\$
		\$
		\$

Question: What can you sell online during the slow season?

My answer:



Tip from Mama Vega®:

Think about products that are easy to deliver digitally, easy to ship, or easy to reorder after tourist season ends.

SEASONAL INCOME PLANNING SHEET



Part 4: What Can Locals Afford?

Create offers that locals can use and afford without hurting your profit.

Local Offer	Local Need It Serves	Possible Price
		\$
		\$
		\$
		\$
		\$

Question: What can locals afford?

My answer: _____



Tip from Mama Vega®:

Think about smaller sizes, basic versions, bundle savings, and local pickup options that meet local needs without draining your profit.





SEASONAL INCOME PLANNING SHEET



Part 5: What Can Visitors Pay More For?

Visitors may pay more for giftable, exclusive, local, or premium items.

1. Visitor Offer	2. What Makes It Special	3. Possible Price
		\$
		\$
		\$
		\$
		\$

Question: What can visitors pay more for?

My answer: _____



Tip from *MamaVega*®: Think about products that feel local, giftable, memorable, limited, or easy to take home.



SEASONAL INCOME PLANNING SHEET



Part 6: What Product Feels Exclusive to This Community?

Think about what makes the town special.

Consider:

- ✦ Local history
- ✦ Local food
- ✦ Local scenery
- ✦ Local makers
- ✦ Local stories
- ✦ Local ingredients
- ✦ Local events
- ✦ Local culture
- ✦ Local pride

Exclusive Product Idea	Local Connection	Price Idea
		\$
		\$
		\$
		\$
		\$

Question: What product feels exclusive to this community?

My answer: _____



Tip from Mama Vega®:






A product feels exclusive when it carries the place, the people, and the story.



Part 7: Seasonal Pricing Plan



Plan your pricing by season so you can earn more during busy times and stay steady during slow times.

Season	Product/Service	Target Customer	Price	Sales Goal
 Busy season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Slow season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Holiday season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Event season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Online/ off-season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____

Question: What is your seasonal pricing plan?

My answer: _____




SEASONAL INCOME PLANNING SHEET

Part 8: Bundle Planning

Create bundles for locals, tourists, and online customers.

Bundle Name	Items Included	Customer Type	Price
Mini Bundle	_____	Local	\$
Gift Bundle	_____	Tourist	\$
Premium Box	_____	Tourist/Gift Buyer	\$
Online Bundle	_____	Repeat Customer	\$
Holiday Bundle	_____	Gift Buyer	\$

 **Question:** What bundle could bring in higher profit?

My answer: _____



Tip from Mama Vega®:

Bundles help customers buy faster, raise your average sale, and make your offers feel more complete and giftable.





Part 9: Community Consignment Plan



Plan where your community's products can be sold and how earnings are shared.

Where could products be sold locally? (Check all that apply)

- Coworking space Coffee shop Local event Other: _____
- Visitor center Farmers market Church/community center _____
- Gift shop Senior center Online community store

Maker/Product	Selling Location	Retail Price	Maker Share (to maker)	Location Share (to location)
_____ _____ _____	_____ _____ _____	\$ _____	\$ _____	\$ _____
_____ _____ _____	_____ _____ _____	\$ _____	\$ _____	\$ _____
_____ _____ _____	_____ _____ _____	\$ _____	\$ _____	\$ _____
_____ _____ _____	_____ _____ _____	\$ _____	\$ _____	\$ _____
_____ _____ _____	_____ _____ _____	\$ _____	\$ _____	\$ _____

Question: How will the community consignment plan help makers and the community?

My answer: _____





Who can work together to promote local products?

Partner	Product/Service	How We Can Promote Together

Ideas to try:

- Shared flyer
- Local gift guide
- Group social media post
- Community email list
- Vendor day
- Gift box collaboration
- Shop Local weekend
- Other: _____

Question: Who can you partner with to promote your products?

My answer: _____



Part 11: Final Reflection Questions



Use what you learned to choose the best products, pricing, and partners for your business.

1. What is the strongest product for the tourist season?

2. What is the strongest product for locals?

3. What can be sold online after visitors leave?

4. What product tells the best local story?

5. What bundle could bring in higher profit?

6. Who could I partner with in the community?

7. What price feels fair but still profitable?

8. What do I need to test first?



Chapter 8: Build Your Profit Plan

Main Lesson

Pricing is not one number. It is a plan.

Many people think pricing means picking one amount and hoping people pay it. But real pricing is bigger than that.

A strong profit plan helps you know:

- What you are selling
- Who are you selling it to
- How much are you charging
- How many do you need to sell
- Where will you sell it
- When to raise your price
- What offer brings quick money
- What offer builds bigger income

Pricing is not just about today's sale. Pricing is about building a steady income over time.

Baby, you cannot build a legacy on guessing, hoping, and giving everything away.

A profit plan gives your business direction. It helps you stop chasing random opportunities and start making clear decisions.

NOTES: _____

Choose Your Main Offer

Your main offer is the product or service you want to be known for right now.

It should be clear, useful, and easy for people to understand.

Your main offer may be:

- A digital workbook
- A consultation
- A class
- A workshop
- A product bundle
- A coaching package
- A vendor product
- A service package
- A community training

How to choose your main offer

Ask yourself:

- What problems do people often ask me about?
- What can I explain well?
- What can I sell soon?
- What gives people a clear result?
- What offer can lead to more income later?

Example

If people keep asking, “How do I know what to charge?” your main offer could be:

Price It Right: The Simple Profit Workbook

That workbook can lead to:

- A \$27 digital sale
- A \$47 workbook and training bundle
- A \$197 consultation
- A \$1,500+ community workshop

That is how one offer becomes a money path.

Mama Vega Reminder

Do not try to sell ten things at once. Pick one strong offer and give it legs.

Choose Your Low-Price Offer

Your low-price offer is an easy yes.

It gives people a way to buy from you without needing a big decision.

This offer should still have value. Low-price does not mean cheap, weak, or thrown together.

Low-price offers may include:

- Digital checklist
- Mini workbook
- Recipe guide
- Pricing worksheet
- Starter guide
- Printable planner
- Small product
- Sample bundle
- Short class replay

Good low-price range

For many small digital products, a low-price offer may be:

- \$9
- \$17
- \$27
- \$37

Example

A strong low-price offer:

Price It Right Digital Workbook — \$27

This gives the customer a useful tool and gives you a way to bring in money quickly.

Why this matters

A low-price offer can:

- Bring in fast sales
- Build trust
- Grow your email list
- Lead people to a higher offer
- Let people experience your teaching style

Mama Vega Reminder

Your low-price offer should be a doorway, not a dead end.

Choose Your Premium Offer

Your premium offer is your higher-value offer.

This is where people pay more because they receive more help, more access, more support, or a stronger result.

Premium offers may include:

- Private consultation
- VIP strategy session
- Workshop package
- Done-with-you service
- Group training
- Business clarity package

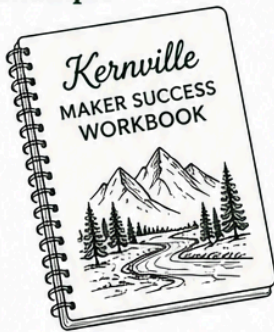
Premium Offer Examples



Premium offers provide deeper support, more time, and more value. Price your time. Price your knowledge.

Offer	Possible Price
 60-minute consultation	\$197
 90-minute deep-dive session	\$297–\$397
 3-session package	\$497–\$750
 Half-day workshop	\$1,500–\$3,500
 Community training series	\$5,000+

Example



Your low-price offer may be the **\$27 workbook**.

Your premium offer may be:



Business Clarity Consultation — \$197

- ♥ The workbook helps them **understand** the basics.
- ♥ The consultation helps them **apply** it to their actual product, service, or class.



Your Notes / Ideas





High value creates high impact.

You change more lives when you offer real transformation.

Serve deeply. Price confidently. Make a bigger difference.



Mama Vega Reminder

Some people want the recipe. Some people want you in the kitchen helping them cook.
Price both.

Create a Simple Sales Goal

A sales goal tells you how many items or services you need to sell to reach your income goal.

Do not just say, "I want to make more money."

Be specific.

Simple sales goal formula

Monthly Income Goal ÷ Price = Number of Sales Needed

Example 1

Monthly income goal: **\$1,000**

Workbook price: **\$27**

$\$1,000 \div \$27 = \text{about } 38 \text{ sales}$

So you need about **38 workbook sales** to make \$1,000.

Example 2

Monthly income goal: **\$1,000**

Consultation price: **\$197**

$\$1,000 \div \$197 = \text{about } 6 \text{ consultations}$

So you need about **6 consultations** to make about \$1,000.

Example 3

Monthly income goal: **\$1,000**

You could sell:

- 20 workbooks at \$27 = \$540
- 3 consultations at \$197 = \$591

Total: **\$1,131**

That is a better plan than relying on a single offer.

Mama Vega Reminder

A goal without numbers is just a wish wearing lipstick.

Track Your Numbers Weekly

Tracking your numbers keeps you honest.

You do not need a fancy system at first. You need a simple habit.

Every week, look at what came in, what went out, and what needs to improve.


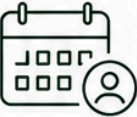



Track these numbers:

- How many people saw your offer
- How many people clicked
- How many people bought
- How much money came in
- How much money went out
- Which offer sold best
- Which post or email worked best
- Which question did people ask the most
- What needs to change

Weekly Tracking Example



Track your numbers every week.
What gets tracked gets improved.

Item	Number
 Workbook sales	12
 Consultation bookings	2
 Total money earned	\$718
 Ads or fees spent	\$40
 Net income	\$678

Your Notes / Reflections 



Track it. Learn it. Grow it.

Small numbers. Consistent action.

Big impact.

 *You are building something powerful for yourself and your community.*



Why weekly tracking matters

If you do not track weekly, you may wait too long to fix a problem.

You may discover:

- Your price is too low
- Your message is unclear
- Your audience needs a different example
- Your sales page needs stronger wording
- Your product needs a bundle
- Your consultation offer needs to be more visible

Mama Vega Reminder

Do not be afraid of your numbers. Numbers are not there to shame you. They are there to guide you.

Know When to Raise Your Price

Raising your price is part of business growth.

You do not need to keep the same price forever.

If your product improves, your demand increases, your experience grows, or your time becomes limited, your price may need to go up.

Signs it may be time to raise your price

- You are getting too many low-paying requests
- You feel resentful after doing the work
- Your costs have gone up
- Your product has improved
- You added worksheets, videos, or bonuses
- People buy without hesitation
- You are booked too often

- You are not making enough profit
- Your results are stronger than your price

Example

You launch a workbook at **\$27**.

After you add:

- More worksheets
- A training video
- Better examples
- A bonus checklist

You may raise it to **\$47**.

That is fair because the value increased.

What to say

“The introductory price ends Friday. After that, the workbook will be \$47.”

Mama Vega Reminder

A price increase is not betrayal. It is a business growing into its shoes.

Stop Giving Away Your Best Work for Free

Free can be useful when it has a purpose.

But giving away your best work with no plan can drain your business.

Free should be used for:

- A sample
- A short checklist
- A discovery call

- A preview
- A lead magnet
- A community gift
- A limited scholarship
- A planned outreach

Free should not be your whole business model.

What happens when you give too much away

You may:

- Get tired
- Feel used
- Attract people who never buy
- Train people to expect free help
- Lose time for paying clients
- Struggle to pay your own bills
- Resent the people you wanted to help

Example

A free 15-minute call should help the person know what paid offer fits them.

It should not become:

- A full consultation
- A full business plan
- A full pricing review
- A full therapy session
- A free class

What to say

“I can give you the first step here. If you want me to walk through the full plan with you, that would be part of my paid consultation.”

Mama Vega Reminder

Free samples are fine. Giving away the whole pot of soup is not.

Build a Legacy, Not Just a Hustle

A hustle is short-term survival.

A legacy is something you build with purpose, structure, and wisdom.

A hustle says, "Let me make money today."

A legacy says, "Let me build something that can keep feeding my family, my community, and my future."

A legacy business includes:

- Clear offers
- Fair prices
- Repeatable systems
- Strong boundaries
- Products that can be sold again
- Services that are priced well
- Customers who trust you
- A message people remember
- Income that can grow
- Wisdom that can be taught to others

Example

Selling one jar of sauce is income.

Creating:

- A sauce line
- A recipe book
- A cooking class
- A digital guide
- A wholesale plan
- A community workshop

That is legacy.

Another example

Teaching one pricing class is income.

Creating:

- A digital workbook
- A course
- A consultation offer
- A community training program
- A licensing or workshop package

That is legacy.

Mama Vega Reminder

Do not build a business that only works when you are exhausted. Build one that can grow roots.

Everyday Example

A garden does not grow because you threw seeds everywhere.

It grows when you:

- Choose the seeds
- Prepare the soil
- Plant with care
- Water regularly
- Watch what grows
- Pull the weeds
- Protect the harvest
- Save seeds for next season

Your money works the same way.

If you throw offers everywhere with no plan, you may get a little growth, but it will be messy.

When you choose your offer, price it properly, track your numbers, and improve each month, your business can grow stronger.

A profit plan is your garden plan.

You do not just hope for a harvest.
You prepare for it.

Chapter 8 Closing

Pricing is not one number.

Pricing is a plan.

Your plan should include:

- A main offer
- A low-price offer
- A premium offer
- A weekly sales goal
- A monthly income goal
- A place to sell
- A message to promote it
- A way to track results
- A plan to improve

This is how you stop guessing.

This is how you stop undercharging.

This is how you stop giving away your best work for free.

This is how you build income with purpose.

You are not just trying to make a few dollars.

You are building confidence, making choices, cultivating dignity, and building a legacy.

And legacy needs a plan.

Now, Chew On This...®



Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

Part 1: My Product or Service

What am I going to sell this month?

My product or service:

Type of offer:

- | | |
|---|--|
| <input type="checkbox"/> Digital product | <input type="checkbox"/> Service |
| <input type="checkbox"/> Physical product | <input type="checkbox"/> Product bundle |
| <input type="checkbox"/> Consultation | <input type="checkbox"/> Premium package |
| <input type="checkbox"/> Class/workshop | <input type="checkbox"/> Other: _____ |

Notes or reflections:



Clarity creates confidence. Plan it. Price it. Profit from it.





Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

Part 2: My Price

What will I charge?

My price: \$ _____

Is this price:

- Introductory
- Regular
- Premium
- Discounted for a short time
- Other: _____

Why is this price fair?



Clarity creates confidence. Plan it. Price it. Profit from it.



My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

Part 3: My Weekly Sales Goal

How many do I want to sell each week?

Week	Sales Goal	Income Goal
Week 1	_____	\$ _____
Week 2	_____	\$ _____
Week 3	_____	\$ _____
Week 4	_____	\$ _____

Total 30-day sales goal: _____

Notes & Ideas





Plan it. Track it. Grow it.

Small steps today
create big results tomorrow.





Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

Part 4: My Monthly Income Goal

How much money do I want this offer to bring in this month?

My monthly income goal: \$ _____

Use this formula:

 $\text{Monthly Income Goal} \div \text{Price} = \text{Number of Sales Needed}$

My monthly income goal: \$ _____

My price: \$ _____

Number of sales needed: _____

Notes or reflections:



Know your goal. Count your sales. Build your income.





Use this worksheet to create a simple profit plan
for the next 30 days.

Part 5: Where I Will Sell It

Where can people buy or book this offer?

- Stan Store
- Website
- Email list
- Facebook
- Instagram
- TikTok
- LinkedIn
- Nextdoor
- Substack
- Vendor booth
- Workshop/class
- Local business
- Community event
- Other: _____

Main selling place:

Notes & Ideas





Show up where your people are.

Make it easy for them to find you.

Visibility creates sales.





Use this worksheet to create a simple profit plan
for the next 30 days.

Part 6: Who Needs It Most

Who is the best person for this offer?

My best customer is:

They need this because:

They are struggling with:

This offer helps them:

Notes & Ideas



Serve the right person.
Solve their real problem.
Create real impact.





Use this worksheet to create a simple profit plan
for the next 30 days.

Part 7: What I Will Say to Promote It

Write a simple message you can use in a post, email, or conversation.

Simple Promotion Script

"I created this for people who _____.

It helps them _____.

The price is \$_____.

You can get it here: _____."

My promotional message:

Notes & Ideas





Clear message. Right people.

Consistent sharing.

More sales. More impact.



My 30-Day Profit Plan



Use this worksheet to create a simple profit plan
for the next 30 days.

Part 8: My Weekly Promotion Plan

Day	What I Will Do
Monday	_____
Tuesday	_____
Wednesday	_____
Thursday	_____
Friday	_____
Saturday	_____
Sunday	_____

Promotion ideas

- | | |
|--|---|
| <input type="checkbox"/> Make one social media post | <input type="checkbox"/> Add the offer to my thank-you page |
| <input type="checkbox"/> Send one email | <input type="checkbox"/> Mention it during a class |
| <input type="checkbox"/> Record one short video | <input type="checkbox"/> Share a customer story |
| <input type="checkbox"/> Text or message 5 warm contacts | <input type="checkbox"/> Offer a deadline |
| <input type="checkbox"/> Post in a local group | <input type="checkbox"/> Invite people to book a consultation |

Notes & Ideas

_____ 



Plan it. Promote it. Profit.

Consistent action creates results.

You've got this!





Use this worksheet to create a simple profit plan
for the next 30 days.

Part 9: What I Will Track Weekly

Number to Track	Week 1	Week 2	Week 3	Week 4
Posts made				
Emails sent				
People who clicked				
Sales made				
Consultations booked				
Money earned	\$	\$	\$	\$
Expenses	\$	\$	\$	\$
Profit	\$	\$	\$	\$

Notes & Ideas





Track it. Learn from it.
Adjust it. Grow with it.
Small steps. Big momentum.





Use this worksheet to create a simple profit plan
for the next 30 days.

Part 10: What I Will Improve Next Month

At the end of 30 days, answer these questions.

1 What sold best?

2 What did people ask about most?

3 What price worked best?

4 Where did most sales come from?

5 What message got the most attention?

6 What confused people?

7 What should I improve next month?

8 Should I raise the price, keep it the same, or create a bundle?

9 What premium offer can I add next?

10 What is my next 30-day income goal?

\$ _____



Reflect. Learn. Improve.
Keep building your business.
You've got this!



Sample 30-Day Profit Plan

Example: Digital Pricing Workbook

Product or service: Price It Right Digital Workbook

Price: \$27 introductory price

Weekly sales goal: 10 sales

Monthly sales goal: 40 sales

Monthly income goal: \$1,080

Where I will sell it:

- Stan Store
- Facebook
- Instagram
- LinkedIn
- Nextdoor
- Email list
- Workshops
- Vendor events

Who needs it most:

Makers, vendors, service providers, rural entrepreneurs, seniors, and small business owners who do not know what to charge.

What I will say:

“Many people are not broke because they lack talent. They are broke because they are undercharging. This workbook helps you stop guessing, count your real costs, and price with confidence.”

What I will improve next month:

- Add a video training
- Add more worksheets
- Create a \$47 bundle
- Offer a \$197 consultation upsell

Mama Vega Final Note for the Worksheet

Do not just create the offer.

Sell it.

Track it.

Improve it.

Raise it when it grows.

Protect your time.

Build the next step.

That is how a simple idea becomes income.

That is how income becomes structure.

That is how structure becomes legacy.

NOTES: _____

Final Words

You have reached the end of this workbook, but this is not really the end.

This is where you begin to see your products, services, time, and wisdom differently.

Pricing is not just about money. Pricing is about respect.

Respect for your time.

Respect for your skill.

Respect for your effort.

Respect for your family.

Respect for the business you are building.

For too long, many talented people have been guessing, undercharging, overgiving, and hoping things would work out.

But hope without a plan can leave you tired.

A strong price gives your business room to breathe.

Stop Hiding Your Value

Do not hide what you know.

Do not shrink your gift so that other people feel comfortable.

Do not act like your years of learning, living, practicing, teaching, creating, cooking, building, or solving problems do not matter.

They matter.

Your value is not just in the product you sell.

Your value is in the wisdom behind it.

If you make salsa, your value is not just tomatoes and peppers. It is your hands, your taste, your timing, your recipe, and your experience.

NOTES: _____

If you teach a class, your value is not just the hour on the calendar. It is the years it took you to know what to say, how to explain it, and how to help people understand.

If you provide a service, your value is not just the task. It is the confidence, clarity, and result you help create.

Mama Vega Reminder

Do not put a discount sign over your own life.

You are allowed to charge fairly.

You are allowed to be paid well.

You are allowed to build something that supports you, too.

Stop Waiting Until Everything Is Perfect

Perfection can become a hiding place.

Many people say:

- “I will sell it when the logo is better.”
- “I will launch when the website is perfect.”
- “I will charge more when I feel ready.”
- “I will start after I fix one more thing.”
- “I will promote it after I rewrite it again.”

Absolutely, NOT!.

There comes a time when you must move.

Your first version does not have to be perfect. It needs to be useful, clear, and honest.

You can improve as you go.

A product sitting on your computer does nobody any good.

A class you never offer teaches nobody.

A service you never price earns nothing.

A gift you keep hiding cannot bless the people who need it.

Mama Vega Reminder

Do not polish the plate so long that the food gets cold.

Start with what you have. Improve as you learn.

Start With One Offer

You do not need to sell everything at once.

Start with one clear offer.

- One product.
- One service.
- One workbook.
- One class.
- One consultation.
- One bundle.

Choose the offer that solves a real problem for real people.

Then focus on selling it, explaining it, improving it, and building from it.

Your one offer should answer:

- Who is this for?
- What problem does it solve?
- What result does it help create?
- What does it cost?
- Where can people buy it?
- What is the next step after they buy?

Example

You may start with:

Price It Right Digital Workbook — \$27

Then later add:

- A \$47 workbook and video bundle
- A \$197 consultation
- A group workshop
- A community training package

That is how one offer becomes a path.

Mama Vega Reminder

One strong seed can grow a whole garden. Plant it well.

Track Your Money

You cannot manage what you refuse to look at.

Tracking your money is not punishment. It is protection.

It shows you what is working and what is leaking.

Track simple numbers like:

- What you sold
- How many did you sell
- What money came in
- What money went out
- What fees were taken
- What supplies cost
- What was your profit
- What offer sold best
- What needs to change

You do not need to make it complicated. Start simple.

Use a notebook, spreadsheet, planner, or worksheet.

But write it down.

Ask yourself each week:

- Did I make money this week?
- What did I sell?
- What did it cost me?
- What was left after expenses?
- What should I promote again?
- What should I adjust?

Mama Vega Reminder

Money likes attention. When you ignore it, it wanders.

Adjust as You Learn

Your first price may not be your forever price.

That is okay.

Business is not a stone statue. It is a living thing.

You will learn:

- What people buy
- What people ask for
- What takes too much time
- What costs more than expected
- What price feels too low
- What offer needs more value
- What product needs better packaging
- What service needs clearer boundaries

When you learn, adjust.

Do not call it failure. Call it information.

You may need to adjust:

- Your price
- Your offer
- Your package
- Your wording
- Your audience
- Your sales page
- Your delivery method
- Your follow-up
- Your schedule
- Your boundaries

Example

If people keep asking for help after buying your workbook, that is a sign.

It may mean you need to offer a paid consultation, group training, or follow-up session.

Do not give all that help away for free.

Turn the need into an offer.

Mama Vega Reminder

A wise business owner listens, learns, and tightens the apron strings.

Price With Confidence

Confidence does not mean everybody will say yes.

Confidence means you know why your price is your price.

When you know your costs, time, fees, value, and profit, you do not have to panic when someone asks, "Why does it cost that much?"

You can explain calmly.

You can say:

“This price reflects the materials, preparation, time, experience, and support included.”

That is enough.

You do not have to beg.

You do not have to overexplain.

You do not have to apologize.

The right people will understand value.

The wrong people may walk away.

Let them.

Not every person is your customer, and that is all right.

Mama Vega Reminder

Your price is not a personal attack. It is a business decision.

Stand on it.

Your Next Step

Now it is time to choose one offer and price it.

Do not close this workbook and let it sit.

Use it.

Pick one product, service, class, consultation, or bundle.

Then answer:

- What does it cost me?
- How much time does it take?
- What fees are involved?
- What profit do I need?

- What price will I charge?
- Where will I sell it?
- Who needs it most?
- What will I say to promote it?

Then take action.

Post it.

Email it.

Offer it.

Talk about it.

Sell it.

Not next year.

Not when everything is perfect.

Start now.

Closing

You have something people need.

But they cannot buy what you never offer.

They cannot respect a price you are afraid to say.

They cannot support a business you keep hiding.

So stop guessing.

Stop shrinking.

Stop giving away your best work without a plan.

Count the cost.

Honor your time.

Add your profit.

Set the price.

Share the offer.

Track the results.

Adjust as you grow.

You are not just creating income.

You are creating choices, dignity, and legacy.

Worksheets

- a. Am I Guessing or Pricing? Checklist
- b. My Real Cost Worksheet
- c. My Time Value Worksheet
 - 1 Product Pricing Sheet
 - 2 Service Pricing Worksheet
 - 3 Vendor Booth Profit Sheet
- d. Seasonal Income Planning Sheet
- e. My 30-Day Profit Plan
- f. Price Increase Tracker
- g. Monthly Profit Review



Am I Guessing or Pricing? Checklist

Use this checklist before setting a price for any product, service, class, or event.

Product or Service: _____

Date: _____

- Did I calculate my real cost?
- Did I include my time?
- Did I include supplies?
- Did I include travel?
- Did I include profit?
- Did I price from confidence or fear?

Notes

Mama Vega® Reminder



A good price is not a guess. A good price is built from clear numbers, clear thinking, and clear confidence.



Now, Chew On This...®





Mama Vega[®]
PRICE IT RIGHT. PROFIT WITH PURPOSE.

My Real Cost Worksheet

You cannot price it right until you know what it really costs you.

List every cost it takes to create your product, provide your service, or offer your class—nothing left out. The truth in your numbers will lead to profit in your pocket.

DATE: _____
PRODUCT / SERVICE / CLASS: _____

COST CATEGORY (What you spend)	DETAILS (Be specific)	COST PER UNIT / ITEM (If applicable)	FREQUENCY (One-time, Weekly, Monthly, etc.)	TOTAL COST (For this product, service, or class)
1. Materials / Supplies				
2. Packaging / Labels				
3. Equipment Use (wear and tear)				
4. Utilities (electricity, water, gas)				
5. Marketing / Advertising				
6. Software / Subscriptions				
7. Business Fees / Licenses				
8. Payment Processing Fees (credit card, etc.)				
9. Delivery / Shipping				
10. Travel / Gas				
11. Booth Fees / Market Fees				
12. Education / Training				
13. Other Costs (List it here)				
TOTAL COST (Add all rows)				\$ _____

TIME IS MONEY TOO!

How much time does it take you?

Prep Time: _____ hours

Creation / Service Time: _____ hours

Cleanup / Admin Time: _____ hours

Total Time: _____ hours

What is your desired hourly rate? \$ _____

Total Labor Value (Total Time x Hourly Rate): \$ _____



REAL COST SUMMARY

Total Direct Costs (from table above): \$ _____

Total Labor Value (from left box): \$ _____

Total Overhead / Other Costs (monthly + number of units or classes): \$ _____

MY REAL COST PER UNIT / PER SERVICE / PER CLASS:

\$ _____

NOTES / REMINDERS

“If you do not value your time, nobody else will.”
— Mama Vega[®]

Mama Vega[®] Reminder:



Count the cost. Honor your time.
Add your profit. Set your price.
That is how businesses grow.

Now, Chew On This...[®]



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

My Time Value Worksheet

Your time is not free. Put a value on your hours, effort, and expertise.

Use this worksheet before pricing any product, service, class, consultation, event, or workshop. Count the time it really takes, not just the time the customer sees.

DATE: _____

PRODUCT / SERVICE / CLASS: _____

TIME BREAKDOWN

TYPE OF TIME	TIME NEEDED
1. Planning time	
2. Prep time	
3. Shopping time	
4. Cooking / Making time	
5. Setup time	
6. Teaching / Service time	
7. Cleanup time	
8. Travel time	
9. Admin time	
10. Follow-up time	
11. Other time	
12. Total time required	

HOURLY RATE & TIME VALUE

My desired hourly rate: \$_____ per hour

Total hours: _____

Time Value: \$_____

Total Hours x Desired Hourly Rate = Time Value

QUESTIONS TO ANSWER

- How many hours does this really take?

- What hourly rate do I want to earn?

- Did I include prep and cleanup?

- Did I include travel?

- Did I include follow-up?

FINAL CHECK

- Am I only charging for the time the customer sees? _____
- What part of my time have I been forgetting? _____
- Is this price fair to me and the customer? _____

“ Your time is part of the product.
Your time is part of the service.
Your time is part of the result. ”

— Mama Vega®

Mama Vega® Reminder:



Kindness without boundaries becomes burnout. Clear pricing protects your peace.

Now, Chew On This...®



Mama Vega®
PRICE IT RIGHT. PROFIT WITH PURPOSE.

Product Pricing Worksheet

Price your product with clarity. Count your cost, your time, your fees, and your profit.



A clear price starts with clear numbers. Know your costs, value your time, and set a price that supports the business you're building.

DATE: _____

PRODUCT NAME: _____

PRODUCT TYPE: _____

WHERE SOLD: _____

Pricing Formula: Material Cost + Packaging Cost + Labor/Time Cost + Fees + Desired Profit = Final Selling Price

PRODUCT NAME	MATERIAL COST	PACKAGING COST	LABOR/TIME COST	FEES	DESIRED PROFIT	FINAL SELLING PRICE
						\$
						\$
						\$
						\$
						\$

COST BREAKDOWN

Materials / Ingredients _____ \$ _____

Packaging / Labels _____ \$ _____

Labor / Time _____ \$ _____

Fees _____ \$ _____

Desired Profit _____ \$ _____

Final Selling Price _____ \$ _____

FINAL CHECK

Did I include all my materials? _____

Did I include my time? _____

Did I include my profit? _____

“ Do not price from fear.
Price from facts.
— Mama Vega® ”

Mama Vega® Reminder:



A good product price should pay for the cost, honor your time, cover the fees, and leave profit in your pocket.

Now, Chew On This...®



Mama Vega®
PRICE IT RIGHT. PROFIT WITH PURPOSE.

Service Pricing Worksheet

Price your service with clarity. Count your time, preparation, travel, materials, and value.



A clear price starts with clear numbers. Know your costs, value your time, and set a price that supports the business you're building.

DATE: _____

SERVICE NAME: _____

SERVICE TYPE: _____

WHO IS THIS FOR?: _____

Service Pricing Formula: Time Required + Prep Time + Travel Time + Materials + Desired Hourly Rate = Final Service Price

SERVICE NAME	TIME REQUIRED	PREP TIME	TRAVEL TIME	MATERIALS	DESIRED HOURLY RATE	FINAL SERVICE PRICE
						\$
						\$
						\$
						\$
						\$

SERVICE COST BREAKDOWN

Time Required _____ hours
 Prep Time _____ hours
 Travel Time _____ hours
 Materials _____ \$ _____
 Desired Hourly Rate _____ \$ _____
 Final Service Price _____ \$ _____

FINAL CHECK

- Did I include prep time? _____
- Did I include travel? _____
- Did I include my value? _____

“ Do not price your service like a favor. Price it like the value it brings. ”
 — Mama Vega®

Mama Vega® Reminder:



A strong service price should honor your time, cover your preparation, include your travel and materials, and leave profit in your pocket.

Now, Chew On This...®



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

Vendor Booth Profit Sheet

DATE: _____

EVENT NAME: _____

LOCATION: _____

EVENT TYPE: _____



Before you pack the car, count the cost.
Know what the event must earn
to make sense.



Booth Profit Formula: Actual Sales - Total Event Cost = Actual Profit



EVENT NAME	BOOTH FEE	TRAVEL COST	FOOD / LODGING	PRODUCT COST	TOTAL COST	SALES GOAL	PROFIT GOAL	ACTUAL SALES	ACTUAL PROFIT

EVENT COST BREAKDOWN

Booth Fee \$ _____

Travel Cost \$ _____

Food / Lodging \$ _____

Product / Sample Cost \$ _____

Helper Pay \$ _____

Card Fees \$ _____

Total Event Cost \$ _____

SALES GOALS

Profit Per Item \$ _____

Items Needed to Break Even \$ _____

Desired Profit \$ _____

Items Needed to Reach Profit Goal \$ _____

Sales Goal \$ _____

FINAL CHECK

- Did I count all event costs? _____
- How many items must I sell to break even? _____
- Was this event truly profitable? _____



A busy booth is not always
a profitable booth.
Count the cost before you
call it a good event.



— Mama Vega®

Mama Vega® Reminder:



A booth should make more money than it costs to show up.

Now, Chew On This...®



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

Seasonal Income Planning Sheet

Plan for busy seasons, slow seasons, local buyers, tourists, and year-round income.



A seasonal town needs seasonal wisdom. Sell to the visitor, serve the local, build the online option, and tell the community story.

Date: _____ Community Name: _____

Busy Season: _____ Slow Season: _____

1. Tourist Season Opportunities

Product or Service	Why Tourists Would Buy It	Price

What sells during tourist season? _____

2. Slow Season Online Opportunities

Product or Service	How It Can Be Sold Online	Price

What can sell online during slow season? _____

3. Local Pricing Ideas

Local Offer	Local Need It Serves	Price

What can locals afford? _____

4. Visitor Premium Offers

Visitor Offer	What Makes It Special	Price

What can visitors pay more for? _____

5. Exclusive Community Product Ideas

Exclusive Product Idea	Local Connection	Price Idea

What product feels exclusive to this community? _____

6. Seasonal Pricing Plan

Season	Product/Service	Target Customer	Price	Sales Goal
Busy season				
Slow season				
Holiday season				
Event season				

7. Bundle Planning

Bundle Name	Items Included	Customer Type	Price
Mini Bundle			
Gift Bundle			
Premium Box			

8. Community Consignment Plan

Maker/Product	Selling Location	Retail Price	Maker Share	Location Share

9. Cooperative Marketing Plan

Partner	Product/Service	How We Can Promote Together

10. Final Reflection

What is the strongest product for tourist season? _____

What is the strongest product for locals? _____

What can be sold online after visitors leave? _____

What product tells the best local story? _____

What bundle could bring in higher profit? _____

“ Do not let the slow season surprise you. Plan for it while the busy season is blooming. ”
— Mama Vega®

Mama Vega® Reminder: | A booth should make more money than it costs to show up.

Now, Chew On This...®

SEASONAL INCOME PLANNING SHEET

Use this worksheet to plan products, services, and pricing for rural, seasonal, or tourism-based communities.



Part 1: Community Information

Community name: _____

Main busy season: _____

Slow season: _____

Main visitor type:

- Tourists
- Campers
- Vacation homeowners
- Festival visitors
- Outdoor recreation visitors
- Retirees
- Families
- Other: _____

Main local customer type:

- Seniors
- Families
- Makers
- Small business owners
- Workers
- Students
- Caregivers
- Other: _____



Tip from Mama Vega®:

Know who comes to your community, who lives there, and when money moves. That is how smart seasonal planning begins.

My 30-Day Profit Plan

Small Steps. Smart Plan. Stronger Business.

Name: _____ Start Date: _____ End Date: _____



Focus on progress, not perfection. In the next 30 days, I will take intentional actions that bring in more income, lower my costs, and increase my profit.

1. MY 30-DAY PROFIT GOAL

My Profit Goal for the Next 30 Days:

\$ _____

Why this goal matters to me:

2. MY TOP 3 FOCUS AREAS

I will focus on:

1. _____
2. _____
3. _____

3. DAILY ACTION PLAN

What 3 actions will move me closer to my goal EACH DAY?

1. _____
2. _____
3. _____

Small actions daily = Big results

4. 30-DAY ACTION CALENDAR

Check the box each day you take action.

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	12	13	14	15
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	17	18	19	20
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	22	23	24	25
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	27	28	29	30
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. 30-DAY PROFIT TRACKER

Week	Income Goal	Actual Income	Expenses	Profit (Income - Expenses)	What Worked Well?
Week 1 Days 1-7	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____
Week 2 Days 8-14	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____
Week 3 Days 15-21	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____
Week 4 Days 22-30	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____

6. MONEY CHECK

At the end of 30 days:

Total Income: \$ _____

Total Expenses: \$ _____

Total Profit: \$ _____

Did I reach my goal? Yes Not Yet

What did I learn? _____

7. CELEBRATE & PLAN AHEAD

I celebrate this win:

Next step (What I will do next):

REMEMBER

Profit is not an accident.
 It is planned, tracked, and protected.
 Keep showing up for your dream.
 You are building something
 that matters.

*I am capable. I am committed.
 I am building my legacy.*



ONE DAY. ONE ACTION. ONE STEP CLOSER TO A STRONGER BUSINESS.

Mama Vega®



Mama Vega[®]
PRICE IT RIGHT. PROFIT WITH PURPOSE.

Price Increase Tracker

Track your price changes with clarity, confidence, and purpose.



Do not raise prices blindly. Track the reason, the timing, and the result so your business grows with confidence.

DATE: _____

BUSINESS / BRAND: _____

PRODUCT OR SERVICE: _____

TRACKING PERIOD: _____

PRODUCT / SERVICE	OLD PRICE	NEW PRICE	INCREASE AMOUNT	DATE CHANGED	REASON	CUSTOMER RESPONSE	NOTES

BEFORE YOU RAISE YOUR PRICE

- Did my costs go up? _____
- Did my time or labor increase? _____
- Did I improve the product or service? _____
- Is demand stronger? _____
- Is my profit too low at the current price? _____
- Am I pricing from facts, not fear? _____

PRICE CHANGE REVIEW

- Did sales stay steady? _____
- Did profit improve? _____
- Did customers understand the increase? _____
- What happened after the price change?

- What will I do next? _____

“

Do not be afraid to raise your price when the value, the cost, or the demand calls for it.

— Mama Vega[®]

”

Mama Vega[®] Reminder:



A wise price increase is not greed. It is growth with clarity.

Now, Chew On This...[®]



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

Monthly Profit Review

Review what came in, what went out, what worked, and what to improve next month.



What gets measured gets managed. Review your numbers with honesty so your business can grow with clarity.

DATE: _____

MONTH REVIEWED: _____

BUSINESS / BRAND: _____



Monthly Profit Formula: Total Income - Total Expenses = Monthly Profit



OFFER / PRODUCT / SERVICE	INCOME	EXPENSES	PROFIT	NOTES

MONTHLY NUMBERS

Total Income _____

Total Expenses _____

Total Profit _____

Best-Selling Offer _____

Biggest Expense _____

MONTHLY REVIEW

Did I reach my income goal? _____

What sold best? _____

What cost more than expected? _____

What brought the most profit? _____

What do I need to improve next month?

FINAL CHECK

Did I track all income? _____

Did I track all expenses? _____

Did I review my profit honestly? _____



A strong business reviews the numbers, learns the lesson, and plans the next move.



— Mama Vega®

Mama Vega® Reminder:



Profit is not what you sold. Profit is what you kept.

Now, Chew On This...®





About the Author


Charmène Vega
Mama Vega®

Price It Right Business Academy



 Charmène Vega, known as Mama Vega®, is a 4th-generation nutritionist, educator, chef, speaker, and business mentor. Through Price It Right Business Academy, she helps entrepreneurs, makers, and service providers stop guessing and start pricing with clarity, confidence, and profit.

 Known for her practical teaching style and real-world examples, Charmène breaks complex pricing into simple steps people can actually use. Her work blends wisdom, strategy, and empowerment so business owners can create offers that support both income and legacy.

 Whether teaching workshops, creating digital tools, or guiding clients one step at a time, her mission is to help people value their work, honor their time, and price for sustainability.


Knowledge to
nourish.
Strategy to grow.
Legacy to leave.

Helping you price with clarity, confidence, and profit.



MamaVega.com



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