



Day Four WORKBOOK

Day 4:

Setting a Minimum Charge

Why This Matters

Many electricians are working flat out—and still not making enough money. Often, it's because they're charging too little, especially on small jobs. This usually happens because they don't know their true costs.

Without a Minimum Charge, you risk saying yes to jobs that actually cost you money to do. Being busy means nothing if you're not profitable.

Setting a proper Minimum Charge ensures:

- Every job you take is worth doing
- You protect your time, energy, and business
- You stop attracting price shoppers who don't value your work

This step is part of the **Specialise (S)** and **Systemise (S)** principles in the S.P.A.R.K.S Blueprint—you're building a business that works, not just doing jobs.



Step-by-Step Instructions

Step 1:	Work	Out	Your	Minimum	Charge
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Use the ToolBox Minimum Charge Calculator to factor in:

➤ Your own wage/salary
> Staff wages (if any)
Insurance, fuel, van, phone, advertising, etc.
> Tools, subscriptions, software





Add a profit margin on top—because you're not working for free!	

Tip: Your minimum charge isn't your hourly rate. It's the lowest figure you should work for, based on real business costs + profit.

Step 2: Set It Firmly in Your Business

Apply your new Minimum Charge to:

- > All new quotes going forward
- ➤ Updates to your website, leaflets, and Google profile
- > Facebook bio or pinned posts
- For existing clients, phase it in gradually—send a letter or email explaining the change. Most people will understand. Mark these on Google Maps to get a visual idea of where you should focus your marketing.





Step 3: Minimum Charge Summary

Choose 2–3 key areas to focus on over the next 30 days.

£				
My New	Minimum C	harge Will Be	::	
£				
Where I	'll Display Th	is Informatio	n:	
How I'll	Explain It to	New & Existir	ng Customers:	



**TASK: Set, Share & Stick to Your Minimum Charge

What was my old approach to pricing small jobs?
"I quoted each one differently and often undercharged."
What mindset shift do I need to make?
"I'm worth this. I run a business—not a charity."
➤ How will this help me grow a sustainable business?
"Every job I take now will actually make money. No more hidden losses."





Examples of Minimum Charge Messaging
✓ "Our minimum charge for any job is £125. This ensures we can deliver a reliable, professional service every time."
"We believe in transparent pricing. Our minimum booking fee covers travel, time, and professional expertise."
"If you're shopping around for the cheapest quote, we may not be the right fit—and that's okay."
Questions I Need to Ask Myself
Am I working at a profit—or just staying busy?
➤ What's been stopping me from raising my minimum?
How many jobs have I done that weren't actually worth it?



Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- o How did others introduce a Minimum Charge without losing customers?
- o What wording has worked when sending emails or letters about price changes?

0	What impact did raising your Minimum Charge have on your income?

↑ Common Mistakes to Avoid

- X Confusing "busy" with "profitable"
- X Setting a charge based on what others are doing—not your costs
- X Dropping your price because someone flinches
- X Feeling guilty about charging properly for your time

Notes & Takeaways	

- **目** ToolBox Resources
- ✓ Minimum Charge Calculator
- ✓ Money Mindset Training
- ✓ <u>Facebook Members Group</u> *Pricing Feedback & Scripts*









