

FACE THE NUMBERS



Week 1 Worksheet

Overview

This week is about clarity.

Most electricians do not know their real operating cost. They guess. They round down. They forget things. They price emotionally.

You cannot price confidently until you know your real number.

This week you will calculate your true Minimum Charge and confront where fear has influenced your pricing.

This strengthens the Specialise and Systemise pillars.

At 20:00 on Tuesdays, we will be Live in the Group answering your Questions.

Week 1 Task 1

Complete Your Minimum Charge Calculation

1. What is required

Use the official Minimum Charge Calculator provided and complete it honestly.

[Minimum Charge Calculator](#)

You must include:

- Your required personal income
- All business overheads
- Insurance
- Fuel
- Vehicle
- Software
- Tools
- Training
- Marketing
- Tax provision
- Everything

Do not rush this.

2. Learning outcome

You will understand the true cost of running your business and the minimum you must charge per hour to operate properly and make profit.

3. Evidence required

Post a screenshot showing your final calculated Minimum Charge figure inside the **Week 1 Task Post**.

Note:

Do not post all your private financial detail. Only the final figure.

Tips for mastery

Be brutally honest with your expenses.

If unsure, slightly overestimate rather than underestimate.

This number is a foundation, not a suggestion.

Week 1 Task 2

Public Declaration

1. What is required

Post the following in the Week 1 Task Post:

My Minimum Charge is £___ and I will not work below it.

2. Learning outcome

Public commitment increases follow through.

You shift from thinking about raising prices to deciding.

3. Evidence required

Typed declaration in the Week 1 Task Post comments section.

Tips for mastery

Mean it.

If you already feel uncomfortable, that usually means you

have been charging too little.

Week 1 Task 3

Identify Your Discounting Behaviour

1. What is required

List three situations where you have historically discounted due to fear.

Examples may include:

- Matching a cheaper quote
- Reducing labour to win work
- Throwing in extras
- Avoiding awkward conversations

2. Learning outcome

You begin to recognise emotional pricing patterns.

3. Evidence required

Post three clear bullet points in the Week 1 Task Post comments section.

Tips for mastery

Be honest.

The aim is awareness, not judgement.



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My Electricians
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