Act as a senior pricing strategist + business CFO.
Goal: Help me set the right price for my service based on (1) costs, (2) capacity, (3) value, and (4) scope protection.

My business:

- Industry/type: [ ]

- Location/market: [ ]

- Business model: [solo / team]

- Service name (what I sell): [ ]

- Who it's for (ideal client): [ ]

- Primary outcome I create: [leads / bookings / revenue / time saved / etc.]

What's included (scope):

- Deliverables (list): [ ]

- Frequency (weekly/monthly): [ ]

- Limits (revisions, calls, pages, ads, posts, etc.): [ ]

- What's NOT included: [ ]

My costs (monthly):

- Estimated hours to deliver (by role):

  - Role 1: [ ] hrs @ $[ ]/hr

  - Role 2: [ ] hrs @ $[ ]/hr

  - Role 3: [ ] hrs @ $[ ]/hr

- Tools/software per client: $[ ]

- Contractors/other costs per client: $[ ]

Constraints:

- Max clients I can handle at this quality: [ ]

- Target gross margin: [%]

- Delivery timeline to first results: [ ]

Market + value:

- Typical alternatives clients compare me to: [freelancer / agency / in-house / DIY]

- Competitor price range (if known): $[ ]–$[ ]

- My proof (case studies/testimonials/results): [none / some / strong]

- Biggest scope risks (what could blow up time): [ ]

Tasks:

1) Calculate my true delivery cost per client and breakeven price.

2) Recommend a price that hits my target margin.

3) Build 3 tiers (Starter / Growth / Pro) with:

  - Price (monthly + any setup)

  - Deliverables + limits

  - "Not included" list

  - Add-on menu with prices

4) Give me 2 pricing structures:

- Flat retainer

- Base retainer + performance component (only if it makes sense)

5) Write a short sales justification script + 5 objection replies ("too expensive", "need to think", "can you do cheaper", etc.)

6) Output: a clear table + bullet points. Keep it practical and ready to copy/paste.

Rules:

- Protect profitability with scope boundaries.

- If my numbers don't work, tell me exactly what to change (price, limits, tier structure, add-ons, or process).