

Freelance Project Profitability Spreadsheet

What a project actually paid: contract value including changes, every hour by category, costs, net revenue, effective hourly rate and margin.

PROJECT

The commercial facts of the project, as it actually ended.

PROJECT SETUP

Use the value the project ended at, not the value you quoted.

THE PROJECT		
Client	Northbeam Coffee Co.	
Project	Website redesign — Phase 1	
Pricing type	Fixed price	
Start date	2026-07-06	
Completion date	2026-09-11	
VALUE		
Original project value	\$4,800.00	What was quoted and accepted
Approved changes	\$900.00	Total of approved change requests
Discounts given	\$200.00	Goodwill reductions, late-delivery credits
Expenses reimbursed	\$320.00	Costs recharged to the client at cost
TARGETS		
Target hourly rate	\$90.00	What you intended to earn per hour
Internal cost rate	\$0.00	OPTIONAL. Leave at 0 unless you cost your own time or subcontract.

Internal cost rate is optional on purpose. A sole trader has no meaningful internal cost, and inventing one produces a margin figure that means nothing. Left at zero, the margin rows on OUTPUTS simply read as not applicable.

TIME

Every hour the project took, including the ones nobody paid for.

TIME RECORDS

Log the unpaid hours too — they are the ones that explain the rate.

Date	Activity	Category	Hours	Billable?	Notes
2026-07-06	Kickoff and discovery workshop	Meeting	3.00	Yes	
2026-07-08	Content audit	Research	4.00	Yes	
2026-07-13	Wireframes, all templates	Delivery	11.00	Yes	
2026-07-20	Visual design, homepage	Delivery	9.00	Yes	
2026-07-27	Visual design, product pages	Delivery	8.50	Yes	
2026-08-03	Revision round 1	Revision	5.00	Yes	Within allowance
2026-08-07	Revision round 2	Revision	4.00	Yes	Within allowance
2026-08-11	Revision round 3	Revision	2.00	No	Beyond allowance, absorbed
2026-08-14	Weekly check-in calls (4)	Meeting	3.00	No	Not quoted for
2026-08-18	Build, homepage and templates	Delivery	12.00	Yes	
2026-08-25	Content loading	Delivery	4.00	Yes	Client-supplied copy
2026-09-01	Cross-browser fixes	Delivery	3.00	Yes	
2026-09-03	Scope discussion for extra template	Sales / scope	1.50	No	Became change request CR-01
2026-09-08	Handover documentation and call	Communication	2.50	No	Not quoted for
2026-09-11	Invoicing and project filing	Admin	1.00	No	

COSTS

Everything the project cost you, including the fee on getting paid.

PROJECT COSTS

The payment fee is the one everybody forgets.

DIRECT COSTS		
Contractors	\$0.00	Anyone you paid to do part of the work
Software bought for this project	\$180.00	Licences you would not otherwise have bought
Travel	\$64.00	
Materials	\$76.00	Stock media, print, physical goods
Other expenses	\$0.00	
Direct costs	\$320.00	
PAYMENT FEES		
Processing fee %	2.9%	Card, platform or marketplace percentage
Fixed fees	\$1.20	Per-transaction and transfer charges

Reimbursed expenses are entered on the PROJECT sheet as value and here as cost, so they net to zero rather than inflating the project.

OUTPUTS

What the project actually paid, and where the time went.

PROJECT PROFITABILITY

Northbeam Coffee Co. · Website redesign — Phase 1

VALUE		
Original project value	\$4,800.00	
Approved change value	\$900.00	
Discounts given	\$200.00	
CURRENT CONTRACT VALUE	\$5,500.00	Original + approved changes ? discounts
Expenses reimbursed	\$320.00	Recharged at cost; cancels out below
HOURS		
Total project hours	73.50	
Delivery hours	47.50	Hours categorised as Delivery
Non-delivery hours	26.00	Meetings, revisions, admin, research, communication, scope
Billable hours	63.50	
Unpaid work %	13.6%	Hours nobody paid for, as a share of every hour worked
COSTS AND REVENUE		
Direct costs	\$320.00	
Payment fees	\$169.98	Percentage of everything invoiced, plus the fixed charges
Total expenses	\$489.98	
NET PROJECT REVENUE	\$5,330.02	Contract value + reimbursed expenses ? total expenses
THE RATE		
EFFECTIVE HOURLY RATE	\$72.52	Net revenue ÷ every hour the project took
Target hourly rate	\$90.00	
Rate variance	\$-17.48	Negative means the project paid less per hour than you intended

Gross project margin	91.1%	Before any cost for your own time
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OPTIONAL: INTERNAL LABOUR COST

Internal cost rate	\$0.00	Set on the PROJECT sheet. Zero means not applicable.
Labour cost	\$0.00	
Project profit	Not applicable	Net revenue ? labour cost, when a cost rate is supplied
Project margin %	Not applicable	

WHERE THE TIME WENT

Category	Hours	Share of project
Delivery	47.50	64.6%
Meeting	6.00	8.2%
Revision	11.00	15.0%
Admin	1.00	1.4%
Research	4.00	5.4%
Communication	2.50	3.4%
Sales / scope	1.50	2.0%

Read this next to the rate variance. When the effective rate is below target, the categories above name the reason — and revisions and meetings are the usual answer.