Valued and Viable: How celebrants and other death workers can charge their worth and build a multi-stream career.

WORKSHEET

A personal interactive reflection worksheet for celebrants and other death workers to evaluate pricing, value, and multi-stream opportunities.

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Use this worksheet to assess the viability of your work, and to explore how to increase your value and viability.

💭 1. MY VISION AND MY VALUES

1.1. What does 'valued and viable' mean to me?

What does your ideal funeral or death practice look like? Don't be restricted by what you think is NOT possible. Write, draw, dance, create!

(This can be broader than monetary income, could also include, for example: 'making a difference to my community by xxx', 'being seen as an expert in xxx by xxx' 'finding a good balance between work and private life by xxx')

📝 2. REALITY CHECK

2.1. What is my current hourly rate?

Number of hours put into the work that I do:	
Fee charged:	
Fee ÷ hours = hourly fee:	

2.2. How much do I need to earn to make your work viable (from a financial perspective)?

(Also take into account training / holidays / sick days / costs for running your business)

- Total earnings: _____

2.3. How many hours can I realistically work per week?

- _____ hrs

2.4. What is my conclusion?

💫 3. WHERE DOES MY WORK COME FROM?

Lead	%
Funeral directors	
Venues	
Recommendations / word of mouth	
Direct (website / social media)	
Other:	
Other:	
Other:	

☔ 4. CHALLENGES

What are your current challenges in getting work and to what extent can you control these challenges?

Challenge	Out of my control, because ..	Can control to some extent, because …	Fully within my control

🎁 5. MY CURRENT OFFERINGS

5.1. What services do I currently offer and are these services paid or unpaid?

List your services below.

Services I offer	Paid	Unpaid
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐

💰6. MY FEES

6.1. How do I currently charge for my work?

List your services and how much you charge.

Service	Fixed fee	Hourly rate	Tiered fee	Sliding scale	Other

6.2. How would changing my fee structure affect my income?

For each service you offer, explore how each of the other fee structures would affect your income.

Service	Fixed fee	Hourly rate	Tiered fee	Sliding scale	Other

6.3. My insights:

🌟 7. OPPORTUNITIES FOR MULTI-STREAM INCOME

Reflect on the following questions:

7.1. How can I use my knowledge and expertise from previous work, life experience or training/study to expand my services?

(*For example: I have completed a dementia-friendly funeral training and can now use this to make myself stand out from others; I used to be a primary school teacher and can develop grief or funeral workshops for young children and their parents)*

7.2. How can I translate an existing service into a new offering?

(For example: "I have done quite a few natural burials and can use this knowledge to create workshops for my community")

7.3. What other ideas can I come up with?

> Teaching & Mentoring

Could I tutor for a training organisation, mentor newly qualified celebrants, or offer local workshops?

My idea:

> Digital & Educational Products

Could I create guides, resources, or templates for end-of-life doulas, families pre-planning, or other celebrants?

My Idea:

> Speaking & Advocacy

Could I offer paid talks to local community groups, hospice networks, or industry conferences about death literacy or ceremony design?

My Idea:

> Cross-sector Opportunities

Could I use my knowledge and experience in other sectors?

My Idea:

🎯 8. MY COMMITMENT FOR THE NEXT 30 DAYS

Identify three small, high-impact actions you will take this month to move toward a more sustainable practice.

For example:

1. *Pricing: I will define and write out the exact deliverables for my service tiers.*
2. *Auditing: I will track exact hours spent on my next three services to verify my real hourly rate.*
3. *Diversifying: I will reach out to one organisation/contact regarding teaching, speaking, or mentorship.*

ACTION 1:

ACTION 2:

ACTION 3:

THANK YOU!



I hope you found this worksheet helpful, and that it has given you practical ideas on how to make your work more valued and viable!

Want to explore further 1-2-1?

If you'd like to explore your insights and ideas further in a 1-2-1 mentoring session, please get in touch!
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