Web Design Rate Increase Email Template

Everything you need to raise your rate with the clients you already have: a worksheet that shows what the change means in each client's dollars, the notice email, a send-by schedule, three replies for push-back, a clause for your agreement and a checklist for the day the new rate starts. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion, a spreadsheet or any email client.

This template gives you a method, not a market rate. No professional body, including AIGA, publishes a standard web design hourly rate or says how big an increase should be, so every number in the example page is made up.

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1. Your worksheet (internal: never send this)

Picking the new rate is a separate job (the pricing template covers a method). Start here once you have the number. For each client who pays by the hour, work out what the change means in their dollars, so the email can say it plainly.

Old rate: [$ ____] an hour. New rate: [$ ____] an hour. Starts on: [date].

Client	Hours they usually buy a month	At the old rate	At the new rate	Difference a month	Difference over 12 months
[Client]	[___]	[$ ____]	[$ ____]	[$ ____]	[$ ____]
[Client]	[___]	[$ ____]	[$ ____]	[$ ____]	[$ ____]
[Client]	[___]	[$ ____]	[$ ____]	[$ ____]	[$ ____]

Check: hours x old rate = the old amount; hours x new rate = the new amount; new minus old = the difference; the monthly difference x 12 = the yearly one.

Item	At the old rate	At the new rate
An extra round of changes ([___] hours)	[$ ____]	[$ ____]
An added page ([___] hours)	[$ ____]	[$ ____]

What stays at the old rate. *Decide this before you write. Our suggestion: anything the client has already agreed to, such as an accepted quote, a fixed-price project in progress or work already booked, keeps the price they said yes to.* [____]

Your side of the sum. *Optional, for you only. Divide the new rate into the old one: at [$ new] instead of [$ old], you can lose one billed hour in [___] and earn the same. Some clients may leave; the sum tells you how many you can lose.* [_____]

Who gets the email. *Our suggestion: every existing client in the same week, so nobody hears it from another client.* [list]

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2. The notice (send this)

Put the old rate, the new rate and the day it starts in the first line. Show them what it means in their dollars. Say what stays the same. Thank them. No apology and no plea.

Subject: My rate changes on [date]

Hi [Client first name],

from [date] my hourly rate goes from [$ old] to [$ new].

For your usual [___] hours of [updates / changes] a month, that is [$ old amount] now and [$ new amount] from [date].

[Anything we've agreed in writing, including [the quote / the project in progress], stays at [$ old].]

Thank you for the last [___]. If you have questions, just reply.

[Your first name]

A good email changes one thing. Leave packages, scope and process changes for another day.

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3. When to send it

Notice is the point: nobody should learn about a rate change from an invoice. Check your current agreement first; if it says something about rates or notice, follow that. AIGA's Standard Form of Agreement for Design Services says you might state that your standard rates will not change without 30 days advance notice to the client. That is an example clause, not a legal notice period. Our suggestion is to give more: about two months.

Step	When	Date
Decide the new rate and what stays at the old one	At least [___] weeks before you send	[Date]
Send the notice to every existing client	About two months before the new rate	[Date]
Follow up with a short call for your biggest clients	Within a few days of the email	[Date]

Step	When	Date
The new rate starts	The date in the email	[Date]
New quotes use the new rate	From the day you decide	[Date]

Send it from your own address, with the client's name on it. A group blast reads like a form letter.

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4. Three replies for push-back

"That's a big jump." *Do not argue, and do not offer a one-off discount (it tends to get around). Hold the date and offer to change the hours instead.*

> I hear you. The new rate starts [date], and what we've agreed stays at [$ old]. Want to go through your [updates] together? We could batch them into one list a month, or drop the ones you don't need.

"Does this apply to my current project?" *Answer it in the notice and you will not be asked.*

> No. The project we agreed stays at [$ old]. The new rate applies to anything new after [date].

"We'll look elsewhere." *Thank them, finish what is agreed and hand over what they have paid for. Some clients may leave. That is their call.*

> Understood, and thank you for the work together. I'll finish what's in progress at [$ old] and send you your files and logins.

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5. A line for your agreement (an example, to have checked)

Put the notice in your agreement before you need it, so the next change is not news. This follows the idea in AIGA's form; word it for where you work.

> Changes requested by the Client outside the scope of the Services are billed on a time and materials basis at the Designer's standard hourly rate of [$ ____] per hour. The standard hourly rate will not change without [___] days' written notice to the Client. Work agreed in writing before a rate change keeps the rate that applied when it was agreed.

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6. The day it starts (checklist)

- [ ] The notice went to every existing client, by email, with a date
- [ ] Each hourly client's email shows their own dollars
- [ ] Anything already agreed is marked as staying at the old rate
- [ ] Your price sheet shows the new rate
- [ ] Your proposal template shows the new rate
- [ ] Saved invoice items and catalog prices show the new rate
- [ ] The notice clause is in your agreement for new work
- [ ] Questions are answered with the three replies above

This template is general information, not legal or tax advice. Notice rules and what your agreement allows differ by country and state. Check your current agreement and have your terms checked by someone qualified where you work.

Template from the One Person Agency channel. Workspace369 keeps your services in a catalog and fills their price into proposals and invoices when you add an item (building proposals from the catalog is on every plan, Cadet included, the entry plan; you send the notice email yourself, from your own inbox; 14-day free trial (card required)): https://workspace369.com/pricing/?utm_source=youtube&utm_medium=organic&utm_campaign=opa59-template. Our #1 pick is Workspace369.

Example: the same email, filled in

A fictional studio and client, so you can see what "specific" looks like. Your numbers will differ.

Studio: Reyes Web Studio (Maya Reyes). **Client:** Dana Ruiz, Harbor Dental, who pays by the hour for site updates, usually about 4 hours a month. Maya's hourly rate goes from **$90 to $105** on **March 1**. She sends the notice on **January 5**, about two months ahead.

Client	Hours a month	At $90	At $105	Difference a month	Over 12 months
Harbor Dental	4	$360	$420	$60	$720

Item	At $90	At $105
An extra round of changes (3 hours)	$270	$315
An added page (7 hours)	$630	$735

What stays at $90. The Harbor Dental site, a fixed-price Standard package (7 pages, $4,800: a $2,400 deposit plus a $2,400 balance), was agreed before the notice and stays $4,800. Anything else agreed in writing before March 1 keeps its price.

The notice, January 5. Subject: My rate changes on March 1 Hi Dana, from March 1 my hourly rate goes from $90 to $105. For your usual 4 hours of updates a month, that is $360 now and $420 from March 1. Anything we've agreed in writing, including the Harbor Dental site, stays at $90. Thank you for the last two years. If you have questions, just reply. Maya

Dana replies: "That's a big jump." **Maya answers:** "I hear you. The new rate starts March 1, and what we've agreed stays at $90. Want to go through your updates together? We could batch them into one list a month, or drop the ones you don't need."

Your side of the sum. At $105 instead of $90, six billed hours earn $630, the same as seven did at $90, so you can lose one billed hour in seven and earn the same.

Check the sums. 4 x $90 = $360. 4 x $105 = $420. $420 - $360 = $60 a month, and $60 x 12 = $720 a year. 3 x $90 = $270 and 3 x $105 = $315. 7 x $90 = $630 and 7 x $105 = $735. 6 x $105 = $630 = 7 x $90. Deposit $2,400 + balance $2,400 = $4,800.

Fictional example. The studio, client and numbers are made up to illustrate the template.