

Welcome!



Price Your Art Tips to Help You Price Your Artwork

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Who is Rochelle?



EXPECTATIONS

Consider

LEARN

Learn about
video from
the video
writers
with me

What's new,
trends,
what's
coming

What's new,
trends,
what's
coming

Share
Ideas

Meet people in
my area and
share ideas

Knowledge
about
technology

What's new,
trends,
what's
coming

What's new,
trends,
what's
coming

What's new,
trends,
what's
coming

What's new,
trends,
what's
coming



BANQUE DU CANADA

CANADA
BANK OF CANADA
20
LEGAL TENDER

CANADA
BANK OF CANADA
10
A COURS LÉgal

CANADA
BANK OF CANADA
5
LEGAL TENDER

CANADA
2 DOLLARS

5 CENTS

1 CENT
2006
CANADA

20 CENTS

**NOT FOR
SALE**





A lot of people cry while chopping onions;

The trick is ...

NOT to get emotionally attached! :-)

buy
art

04131010007000414101000400



**Where &
With Whom Do You Show?**

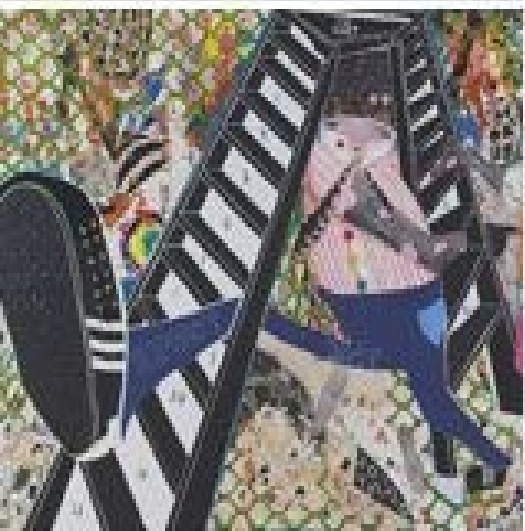
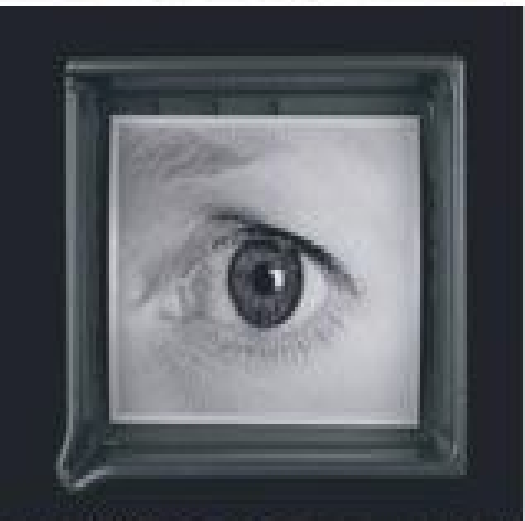
A close-up photograph of a computer keyboard. A magnifying glass with a silver rim and a black handle is positioned over a red key. The red key has white text that reads "WHAT ARE THEY SAYING ABOUT YOU?". The word "SAYING" is significantly larger and bolder than the other words. The surrounding keys are light gray and feature characters like "R", "T", "Y", and "B".

WHAT ARE THEY
SAYING
ABOUT YOU?

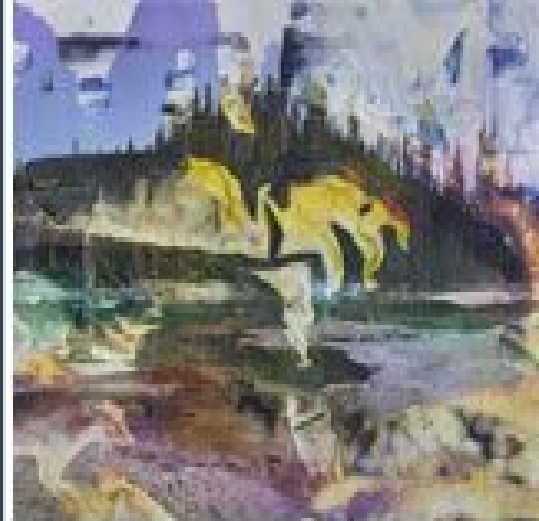
How long have you
been doing this?

<input checked="" type="checkbox"/>	2000
<input checked="" type="checkbox"/>	2001
<input checked="" type="checkbox"/>	2002
<input checked="" type="checkbox"/>	2003
<input checked="" type="checkbox"/>	2004
<input checked="" type="checkbox"/>	2005
<input checked="" type="checkbox"/>	2006
<input checked="" type="checkbox"/>	2007
<input checked="" type="checkbox"/>	2008
<input type="checkbox"/>	2009





50 UNDER 50





EVERY ARTIST
IS UNIQUE
in style

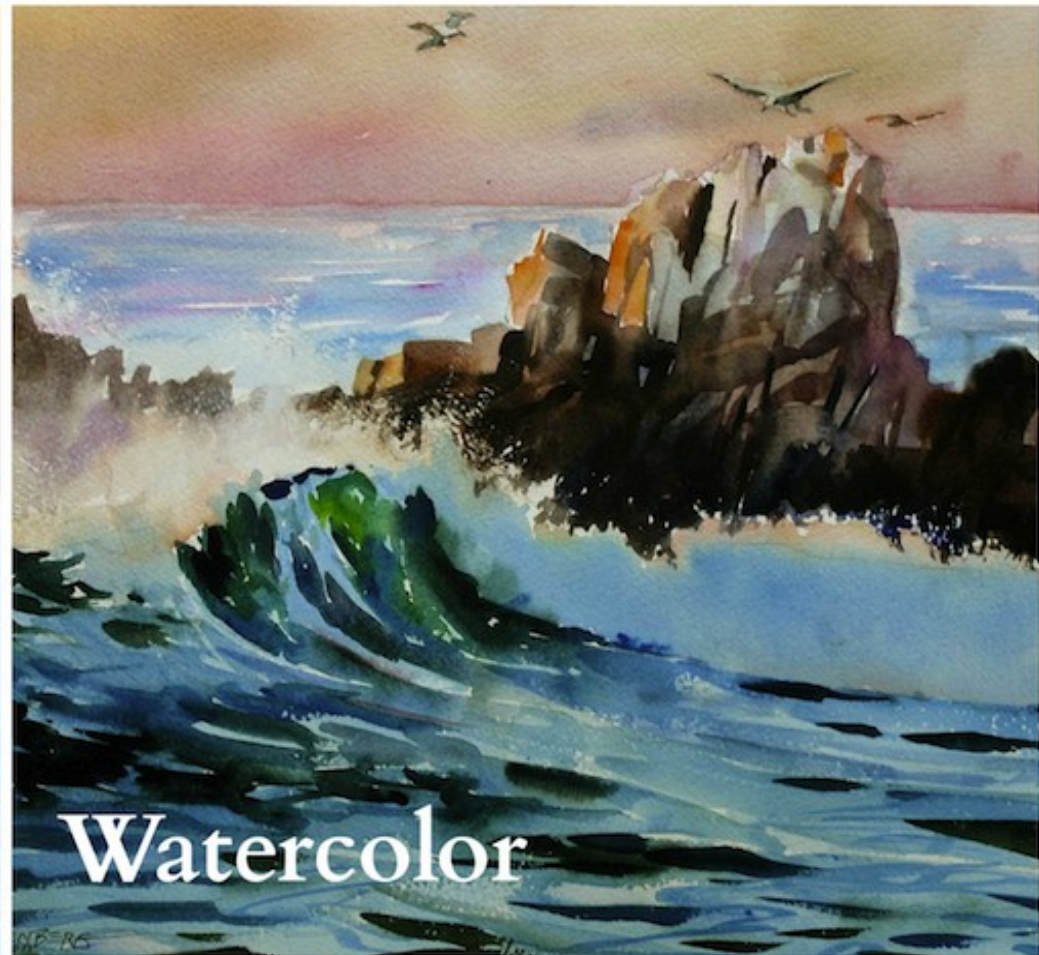
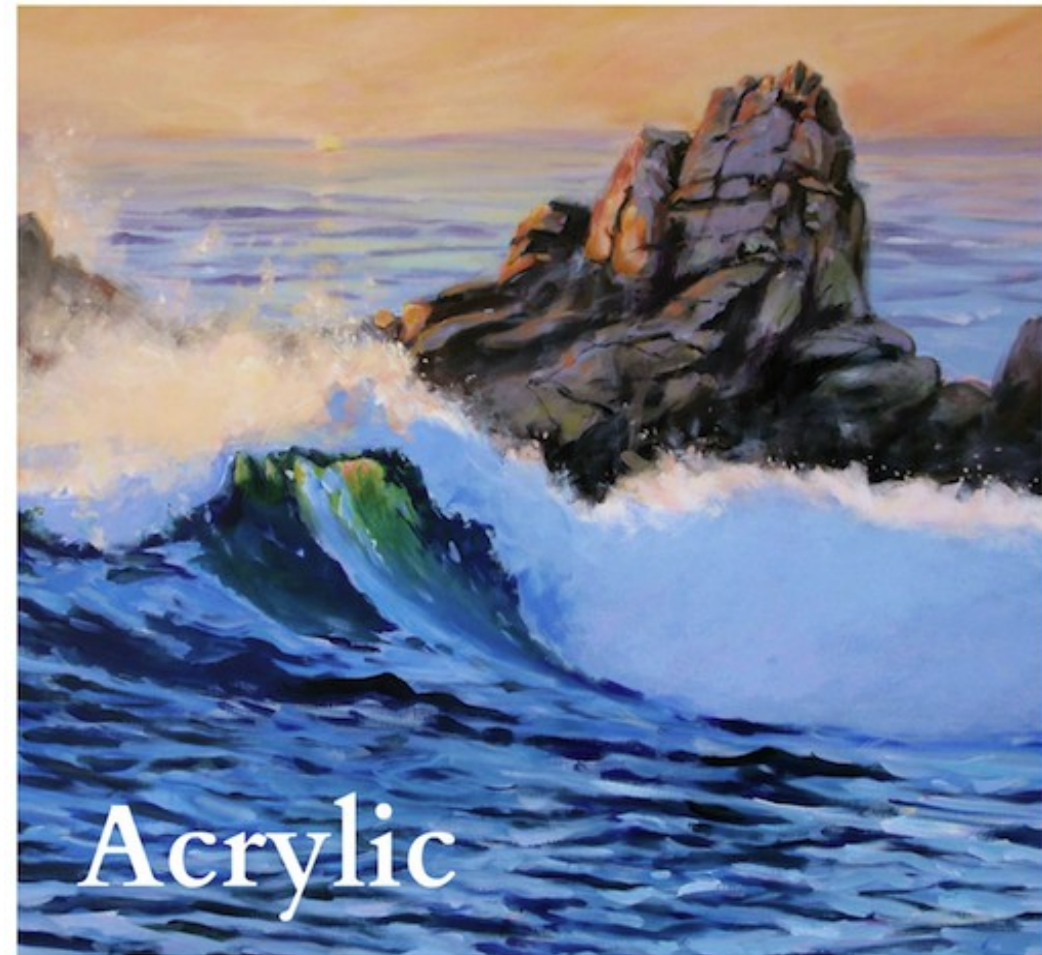
Comparables



Similar Geography



Similar Mediums



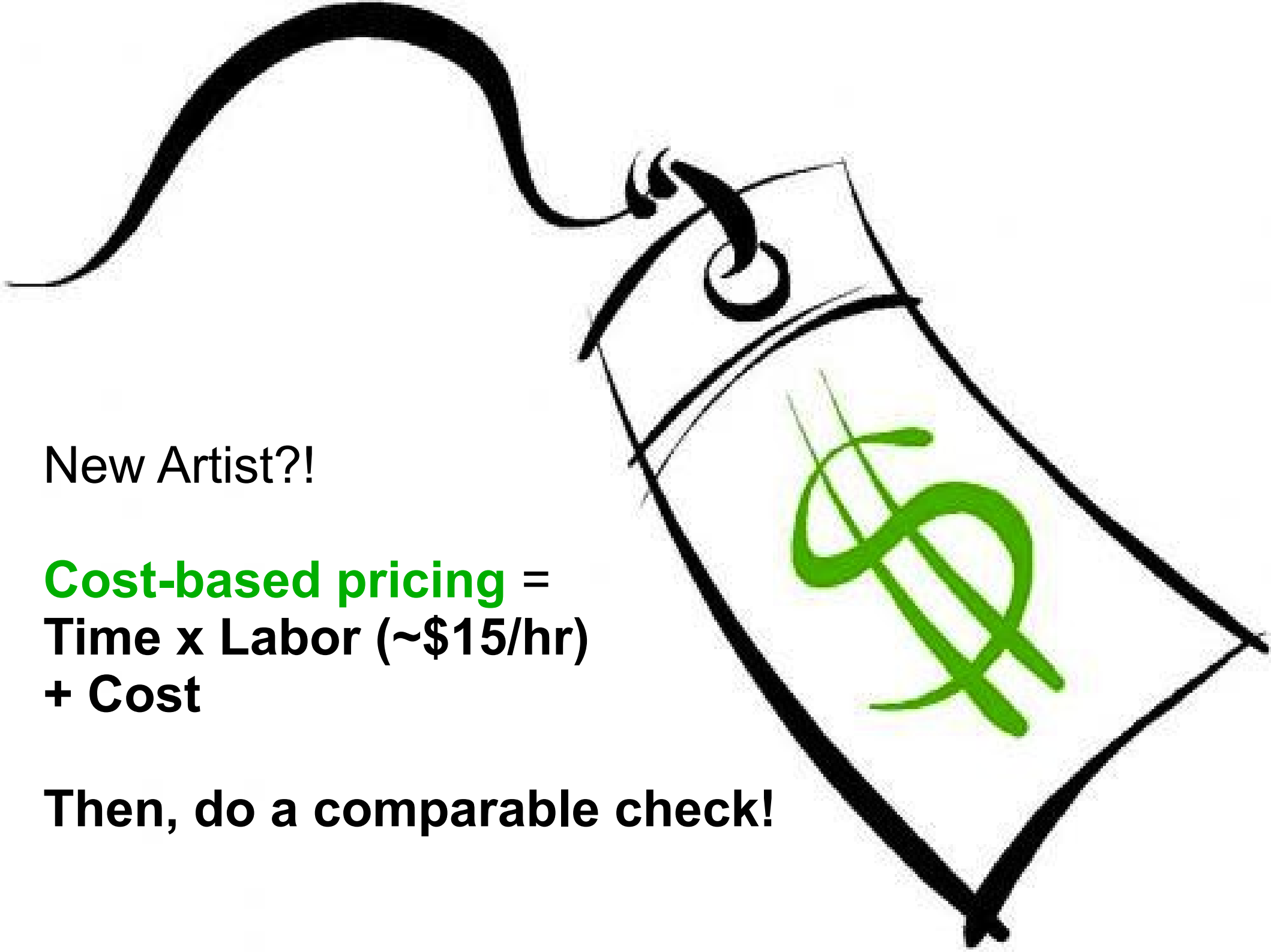
Similar Venues

surrey art gallery



Similar Experience Levels





New Artist?!

Cost-based pricing =
Time x Labor (~\$15/hr)
+ Cost

Then, do a comparable check!

Keep Track of Your Time!



Overhead Costs



Other Common Pricing Strategies

- By Size
 - 8 x 10 = \$100
 - 16 x 20 = \$200
- Square-Inch Calculation / Method
 - Width x Height x \$X (+ 2 x *Frame Costs*)
 - 16 x 20 x \$6 = \$1,920 ≈ \$1,900
 - Smaller works = higher sq-in constant, e.g. \$8
 - Larger works = lower sq-in constant, e.g. \$4-5

Compare to What's Sold!





- Home
- About
- Membership / Chapters
- Federation Gallery
- Artist Sites
- Art Courses
- Get Involved
- Member Resources
- Show Submissions



ARTIST SITES

Active

Active Members

Search By Name:

 **Search**

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) ...

[Next Page](#) [Last Page](#)



Larry Achtemichuk
<http://nsartists.ca/laryachtemichuk>



Catherine S. Adamson
<http://www.catherineadamson.com>



Pat Adams
<http://www.tinypalace.net/patadams/>



Marlene Aikins
<http://artists.ca/gallery/aikins.html>

Original vs Print Price Dynamics



Original Price = \$2-5X



Print Price = \$X

Charge the Same or a Little Less

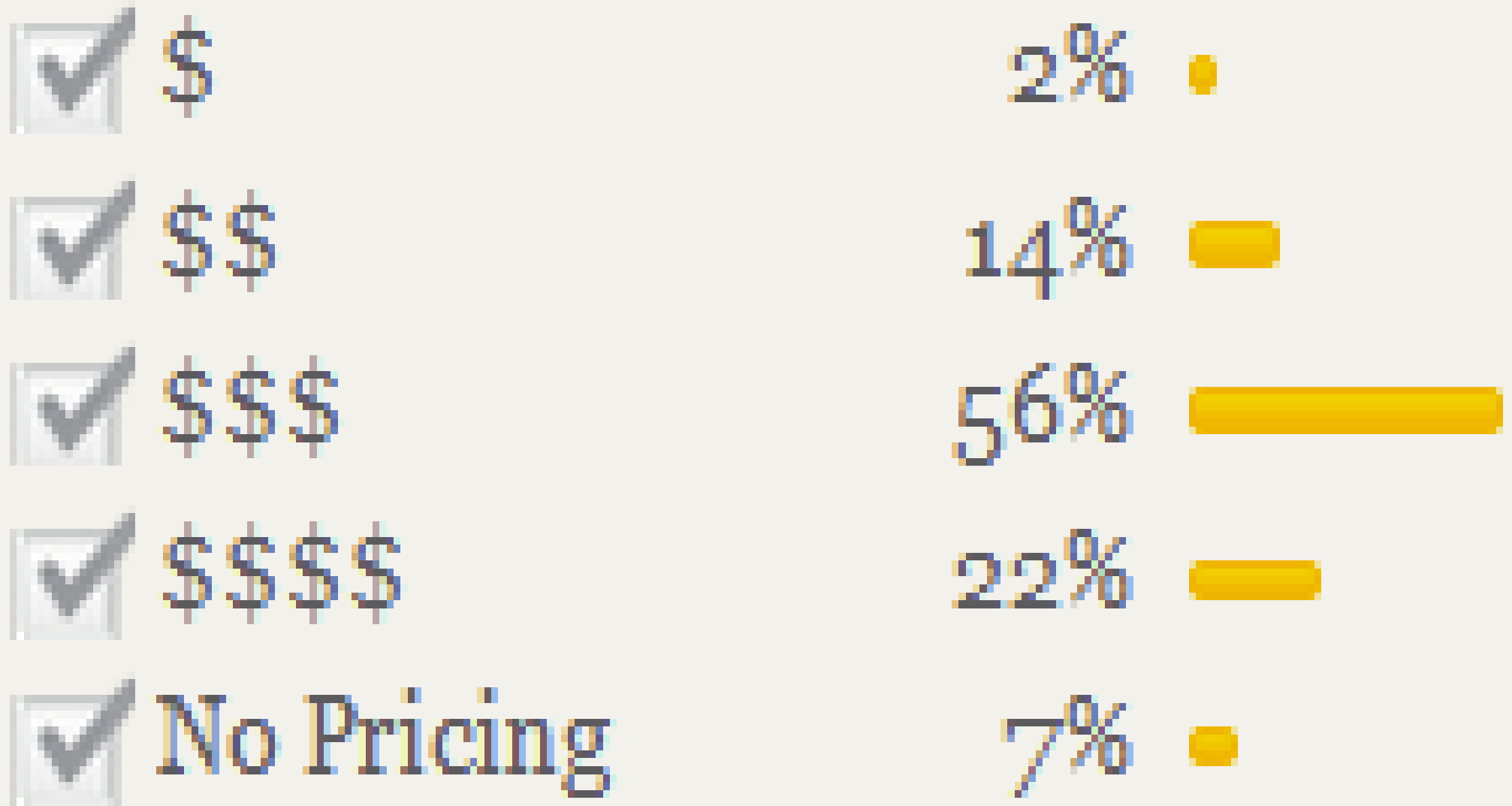


When to Increase Prices

+10 – 25% / year



PRICE RANGE



LET'S MAKE A DEAL

Handwritten signature



Leave Room to Negotiate Down!

Online Pricing Issues

Barry Warne Art

Acrylic landscapes, seascapes, prints and photography.

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Notes

Frames

- Original paintings can be framed. For details and price please contact me.
- Prints can be matted and framed also. For choice of frames please contact me.
- Frames are made by myself using solid wood. Plastic frames are not provided.

Prints

- Small prints. Paper size is 8.5 x 11 inches and image size is 6 x 8 inches.
- Large prints. Paper size is 13 x 19 inches and image size is 12 x 15.5 inches.
- All prints are made using Fine Art museum etching quality paper, made by Canon.
- Cost of small prints unframed - \$25 CDN
- Cost of large prints unframed - \$45 CDN

Shipping

- All paintings and prints are shipped via Canada Post regular mail unless you request otherwise.
- For the cost of shipping your order please contact me.
- Orders can be accepted and shipped anywhere, however the purchaser is responsible for any duty or taxes payable.

Payment

- Preferred method of payment is by PayPal. However I will accept cheque or money order..
- Please note that if you are paying by cheque paintings will not be shipped until cleared by your bank.

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Approval, Refund & Return Policies

Refund | Return Policy



RESEARCH

*Be
Confident!*



Thank You!

Questions?



Rochelle Grayson

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ArtSites.ca/workshops/2014-04-26

Links of Interest

- [How to Present / Talk About Prices Online](#)
- [How to Use PayPal Buttons on Your Website](#)
- [Price Your Art Realistically](#)