

Price Comparison

What someone else prices their work at is irrelevant and should be ignored as much as you can. They can price high or they can price low. That's their choice. You should charge what you want to charge. If you aren't comfortable selling at lower prices and think your work is worth more, then price it at what YOU think it should be priced at. If you think you can live with a lower price, then you should sell at that lower price. Your responsibility is to selling your work - not to assisting the sale of the work of other artisans. If they can't compete, they should step aside to make room for those that can.

Some things to consider when deciding what prices to set for your work:

- If you don't start your business with low prices, you probably won't start your business at all.
- There's nothing wrong with selling finished work for the cost of the materials. You benefit from the practice. Students don't get paid. Getting back your materials cost is sometimes as good as it gets.
- Other selling prices are unimportant but knowing your costs is essential. Learn how to calculate your labour + materials + overhead costs as accurately as you can. It doesn't matter what others sell their work for but it does matter whether or not you're making a profit on your work.
- Costing and pricing is a skill. It will take you longer to acquire that skill then it does to acquire the skill to do the work. The sooner you start working on that skill, the sooner you'll acquire it.
- It's easier to change product then price and it's almost impossible to change perception. If what you make isn't selling for the price you want, don't change the price and don't try to change perceptions. Change the product. Switch to making something that has a higher perceived value.