

The Working Artist Price Sheet

This is not a science. Numbers might be hard to find. Do your best.

How to use this worksheet: 1) Download the worksheet. 2) Fill in your information in each text box. 3) Make sure you Save the document after all your answers are filled in.

Your name:

Let's Start with Your Information:

1. Your Approach to Pricing:

Are you influenced by emotions, ego, or self-worth? Explain briefly how you've approached pricing in the past.

2. Have you ever been the highest priced artist in the room? Have you ever been the lowest? Describe that situation if it's happened to you.

3. Your Pricing Structure

a) What is the pricing structure you're using now, if any?

b) How much are you charging for your work now?

c) Where did those numbers come from?

4. Do you have a website or someplace where I can see your work online?

5. Audience and Venue Analysis:

Where do you showcase your art? Are you showing your work in a gallery? In a coffee shop? In your studio? Online? List all of the places where you've shared your work in the last 3 to 5 years.

6. Describe your audience and their expectations as far as pricing.

NOTE: If you're not selling work, your audience will be people who appreciate your work and/or people who will be at the venues you want to be showing at next.

7. Comparative Analysis:

This is where you roll up your sleeves and get to work. List 5 artists in your region with similar work to yours. If you sell only online, find 5 artists there who you feel are comparable.

You want to find people who are as close to you as possible in terms of their medium, style, and sales venues. Remember: this isn't a science, just do your best to find 5 artists you can compare yourself too.

- 1 Link to artist's page:
- 2 Link to artist's page:
- 3 Link to artist's page:
- 4 Link to artist's page:
- 5 Link to artist's page:

8. Fill in the form by including their prices, their professional experiences, and their market presence as best you can.

| | Artist | Prices | Experience | Sales Venues |
|---|--------|--------|------------|--------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |

9. Now Let's Adjust for Your Situation:

How would you adjust your prices against their prices based on your resume and experiences? Feel free to note any other factors that differentiate you.

| | Artist | Similarities to me and my work | Differences to me and my work |
|---|--------|--------------------------------|-------------------------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

10. How do you think that your hourly rate would compare with American industry standards of \$24.58 USD? This isn't about judgement! It's about awareness and making educated choices on your professional fees.

11. List your sizes and the prices you are considering now.

| | | | | | | |
|--------|--|--|--|--|--|--|
| Medium | | | | | | |
| Size | | | | | | |
| Price | | | | | | |

12. Reflect on your commitment to building a sustainable art career. Consider any additional steps or education needed to enhance your pricing strategy.

Notes