

How to price your work

TO START
SELLING
FAST



+ TIPS TO
INCREASE
YOUR
SALES

Find comparables

CHECKING ETSY FOR SIMILAR PRODUCTS TO YOURS IS A GREAT START.

Pricing your work too low can make your pieces appear low quality, whereas pricing your work just above comparable sellers, if accompanied by great photos, can create more perceived value.



WHAT ARE
PEOPLE
WILLING
TO PAY?

Calculate your costs

Factor in the value of your time. Do you want to be turning often? Is it a hobby you'd be doing anyway?

For a general selling price, calculate your material costs, including any cuts or fees taken from platforms like Etsy or Square. Then double that to determine your approximate selling cost. From there, evaluate what your time was worth. Did you do a CA finish? Did the material require more skill?



WHAT'S
YOUR
TIME
WORTH?

Consider your target market

Customers at craft shows have gift giving in mind. So, consider what you would spend. Artists or professionals buying for themselves may be willing to spend more on the higher end pieces, so don't be afraid to have a large price range.

Remember: making your products affordable means more potential customers will see your work. Consider it a walking billboard. In the long run, this may lead to more new and repeat customers.



MORE
BUYERS =
MORE WORD
OF MOUTH
ADVERTISING

Get the upperhand!

CUT
COSTS
WITH
OUR
BUNDLE
PRICING



IN THE
COMBOS +
BUNDLES
SECTION AT
[PENBLANKS.CA](https://penblanks.ca)