



# Pricing Your Work

HOW TO MAKE MONEY!



# CAUTION!

PRICING YOUR WORK CAN BE TRICKY.

You want to find the “sweet spot” – the price customers are willing to pay, AND where you are also making money.

# Determining the Right Price

## Charge too little

You won't be paying yourself.

Customers may think that super low prices might mean low quality work.

## Labor costs

Making and crafting require skills that not everyone can do. That has value. Factor it into your prices.

## Charge too much

Shoppers might be unwilling to pay and keep looking for a maker with something in their price range.

## Your labor has worth

Find a comfortable range to pay yourself (for example \$10 an hour) and make sure that your time, labor, and skill are part of the price.





# Find the right price

## Do Some Research

Find makers doing something similar to what you are doing. Look at their prices. Check out Etsy, Instagram, Facebook.

Think about all the time, effort, and resources to make your handmade products.

By accepting a price way lower than the value that your products give, you create more work for yourself without the adequate pay in return.

## Remember that this is not easy

As you evolve, so will your processes and pricing

# Things to think about

## Materials

What did your materials cost?

Include all supplies – fabric, thread, buttons, stickers, and more.

## Expenses

Occasional costs for larger items like fees for events  
*(Your Handmade Arcade booth is worth \$320)*

Tablecloth, backdrops, reusable signage, price tags, shipping, and more.

## Labor

How long did it take you make each item?

Did you do them in batches?

This can be an estimate.

## Overhead

Travel (Gas)

Rent

Electricity

Employees



# Follow the formula

Materials + Labor + Expenses + Profit = Wholesale x 2 = Price



# Example: Paper Necklace

1

**Materials** beads, spacer beads, clasp, chain, wire = \$10.50

2

**Labor** \$15 per hour = \$7.50

3

**Expenses** Shopify fees, tags, shipping fees = \$3

4

**Profit** = \$5

**\$10.50 + \$7.50 + \$3 + \$5 = \$26**

**Wholesale price = \$26 x 2**

**Retail price = \$52**



# OK! I know my pricing. Now what?

## Set a Sales Goal

I want to make \$1,000 at the Holiday Market.

This is 100% doable!

## Work backward

From your goal to determine the number of items you will need to make

## Go, go, go!



# REMEMBER!

YOU ARE AMAZING!



YOUR PRODUCTS ARE AWESOME



SHOPPERS WILL LOVE MEETING YOU  
AND SEEING YOUR WORK IN PERSON.



## HAVE FUN!