



Pricing Your Products

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 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

(Holiday Market booth is worth \$370)

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

2 **Labor** = \$7.50 *Maker pays themselves \$15 per hour
It takes 30 minutes to make this necklace.*

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

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 \$2,500 at the Holiday Market.

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!