



Pricing Your Work

There are 3 variables to balance:

- 1) What you want/need to earn
- 2) What other people charge
- 3) Where you are placing your work in the market

1) What you want or need to earn

- What are your overheads?** (cost of rent of workspace, rates, utility bills, materials, insurance, legal and accountancy fees, phone/postage, website, print and other marketing tools)
- What is a reasonable fee per hour for your time?**
- How long does it take you to create one work/item?**
- What does it cost you to create one work/item?**
- If you are selling via a third party, what will they charge?**

2) What do other people charge?

- Are there industry standards (eg Assoc of Illustrators)?**
- Who do you compare yourself with? What are your peers charging?**
- Who do you want to be in 2 years time? What are they charging?**
- Things that might influence the perceived price people will pay include:**
 - Years in the business
 - Professional accomplishments
 - Major group or solo exhibitions
 - Residencies in the UK and overseas
 - Profile of your partners and organisations you work with
 - Your reputation
 - The increasing quality and complexity of your work

3) Where are you placing yourself in the market?

- Who is going to want your sort of work? (Who do you know personally who buys your sort of work?)**
- Where are you going to sell?**
- Are you 'affordable' or 'luxury'?**

Selling via a third party

- Retail and 'trade' prices
- Commission rates for websites, shops, agents, dealers
- Publicly funded galleries/shops vs commercial
- Sale or return issues
- What you need to see in an agreement with a third party

Good places for more help

Association of Illustrators www.theaoi.com

Artist Newsletter www.a-n.co.uk

Art Quest www.artquest.org.uk

www.creativeleicestershire.org.uk (sign up here for our monthly ebulletins)

www.madeinleicestershire.org.uk (our online directory of artists)

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