

PRICING YOUR WORK

Cost-based pricing

Materials	\$	Expenses	\$	Time	\$
All the materials involved in making each artwork, including paint, film, canvas, etc.		Calculate a percentage of your expenses to maintain your art practice, including studio, internet, travel, marketing etc.		Calculate the cost of your time based on your hourly rate.	
Total		Total		Total	
Total cost to produce artwork (materials + expenses + time)					

PRICING YOUR WORK

Competition-based pricing

Select an artist or gallery that makes/sells work of a similar style. Select five works for sale, and their price, and average.

Artist/Gallery 1:

Artist/Gallery 2:

Artist/Gallery 3:

Artwork details	\$	Artwork details	\$	Artwork details	\$
Average sale price		Average sale price		Average sale price	

Average sale price of competition

(include details of the gallery, artists and/or artworks for reference)

Gallery 1	
Gallery 2	
Gallery 3	
Average sale price	

PRICING YOUR WORK

Demand-based pricing

Outline all the works you have for sale, and what has/has not sold and for how much. Select a gallery that could potentially sell your work and outline what works are for sale, what has sold and the price.

Your work for sale or sold

Artwork details	\$	Sold (Y/N)

What has been most popular
and what is the price point?

Gallery

Artwork details	\$	Sold (Y/N)

What has been most popular
and what is the price point?

PRICING YOUR WORK

Cost-based pricing

How much does it cost you to make your artwork?

Competition-based pricing

How much are other artists selling their work for?

Demand-based pricing

What is your audience willing to pay?

Compare the value of each pricing structure and find a price point that meets most closely each system, this is a good starting point for pricing your work.