



Laurel Art Guild

Montpelier Arts Center, 9652 Muirkirk Road, Laurel, MD 20708-9700

Program Summary: For Sale: Used Artist's Price Spinner

Now that I've attended Carol Clatterbuck's presentation, I have no need for my artist's price spinner. I won't have to spin that little arrow on my price spinner to find the price for my art, because Carol lifted the veil of mystery from art pricing. Artists who price their work with fact based pricing, as Carol suggested, are saved from erratic, emotional and confusing pricing practices. Carol's humorous overhead comics illustrated her points. One of the simplest formulas was to price paintings between \$1.00 and \$10.00 per square inch, including all materials.

She gave us a list of the ten best-selling subjects for paintings, and reminded us that if we each painted the same still life, we would each find the price differently, based on our own situation. When pricing, we need to consider the costs of variable materials, fixed materials, expenses and time spent on the work. If we are selling wholesale or have a commission to include in the cost, we would price differently as well. We were advised to price low, cultivate relationships and use creative ways of selling our art. As demand increases, our sales price can increase. We need to have clean pricing that is consistent and reasonable, not based on the angst we endured while painting, or our pride. Carol's fact based case for figuring out what our art is worth simplified pricing. Thank you, Carol!