

Pricing Your Artwork with CONFIDENCE

An extensive step-by-step guide
to pricing artwork and fine craftwork

Pricing Your Artwork with Confidence is a unique and invaluable tool for any artist who is serious about their professional career.

Pricing Your Artwork with Confidence is a detailed guide to understanding and calculating the actual cost of creating artwork, while helping artists of all kinds develop a solid pricing structure with easy step-by-step calculations spelled out in artist-friendly math. This book is written by an experienced artist who believes that knowledge is power.

Topics include: becoming comfortable with money issues, how to separate business and creativity when necessary, the economy and the art market, consistency, sales commissions, raising prices, how to develop growth in your career and as an artist, how not to lose money, and how you already give back and contribute. Included in Pricing Your Artwork with Confidence are numerous examples, tables and extensive lists for how to find your direct and overhead costs, and how to track material and other expenses, as well as your time and labor.

Beyond the easy math and simple organizational tools, less tangible matters are discussed as they relate to pricing, such as understanding your experience and background as an artist and learning to be objective about your own artwork. This edition has been revised and updated from the original printing.

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Author Alexandria Levin has always been true to her own creative vision, while remaining serious about the career details of being an artist. As a painter who believes in continuous artistic growth, she has produced four strong bodies of work over the years, during which she has been fully involved with most phases of both the studio and business aspects of being an artist. Hopelessly organized, outrageously creative, naturally perceptive and always ethical, her main goal in writing this book is to change and improve things in general for all artists.

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Alexandria Levin

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