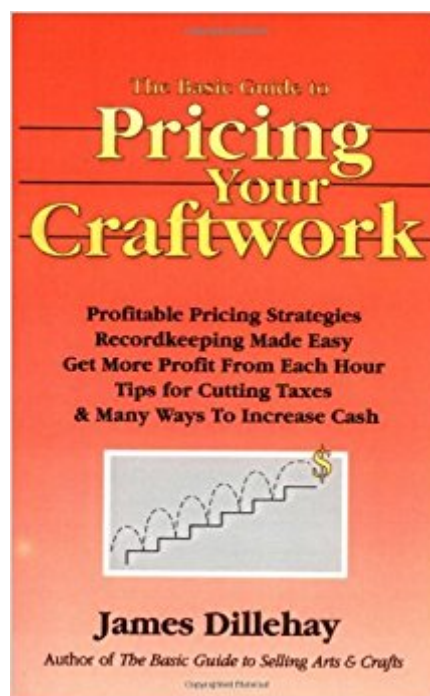




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# The Basic Guide To Pricing Your Craftwork: With Profitable Strategies For Recordkeeping, Cutting Material Costs, Time & Workplace Management, Plus Tax



## Synopsis

One of the most often asked questions from craftpersons selling their work is "How much should I charge?" Whether you have been in business or just starting, this step-by-step guidebook will help you answer that question. You'll get: Ways to raise the perceived value of your work and charge moreBasic formulas for pricing craftwork, retail or wholesaleHow to use pricing strategies to increase salesHow to price one-of-a-kind piecesHow to know if you are really making a profitHow to keep records, with sample forms you can copyHow to get the most profit out of every hourLegal ways to cut your tax bills and boost your net incomeMore ways to boost your cash income than you ever imagined

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## Customer Reviews

"Dillehay knows of what he writes because he's done it".-- Crafts 'N Things

One of the most often asked questions from craftpersons selling their work is "How much should I charge?" Whether you have been in business or just starting, this step-by-step guidebook will help you answer that question. You'll get: Ways to raise the perceived value of your work and charge moreBasic formulas for pricing craftwork, retail or wholesaleHow to use pricing strategies to increase salesHow to price one-of-a-kind piecesHow to know if you are really making a profitHow to keep records, with sample forms you can copyHow to get the most profit out of every hourLegal ways to cut your tax bills and boost your net incomeMore ways to boost your cash income than you ever imagined

Mr. Dillehay's advice is aimed squarely at handcrafters, which means he's able to recommend courses of action that might be contrary to more general advice. For example, while it's common in many stores to price just under a dollar amount (\$.99 or \$.95 amounts), you don't want to do that with most handcrafted items. That sort of price can actually leave people thinking your goods are cheap and low-quality. Similarly, talking up the uniqueness of your methods or materials and raising your prices might increase your sales, even though common wisdom says that if sales are slow you should lower your prices. Many beginning crafters are reluctant to put a decent price on their goods. They feel that they or their products aren't good enough, or that people won't be willing to pay that kind of price. They look at the price tag on the materials they used and think they shouldn't mark things up much beyond that. The problem is, there are many costs associated with crafting work that aren't taken into account by that, and you could find yourself losing money without even realizing it. Dillehay makes certain that you know how to take all of those invisible expenses into account when pricing your goods. He goes on to talk about pricing for different markets. You might be able to price higher at a craft fair than through a store, for example. He even discusses wholesale pricing that allows you to sell to stores, catalogs, and other outlets while still making a profit. In fact, pretty much the only subject that seems conspicuously absent is any talk of selling online whatsoever. Because so many factors affect the price of your goods, this book ends up doubling as a mini-guide on running a craft business (although you'll still want to delve more thoroughly into that as its own topic). It includes a variety of forms for inventories and so on. Despite the absence of information regarding online pricing, methods and sales---which these days seems like a bit of a large oversight---there's so much valuable information in here that I highly recommend it to any crafter who'd like to make a profit on her wares.

Oh, this was a great purchase. It came so fast and I read it right away. Thanks.

I strongly recommend this book.

great book.

I'm going to be using this book a lot, since I'm opening my own store and really do not know how to price my products so that both the customer and myself will make out.

Just getting started in selling items, I found that the hardest part was how to decide on prices. This came in handy

Was so happy to receive this book, it will help me to price the things I make for sale. Thanks

I think this is a good book to start out with. There are a lot of ideas for getting organized and competing. The example sheets displayed in the book are helpful as well. The illustrations are useful but my plan is to use software for most of the record keeping.

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