



## Pricing your Photo Work

As part of this great opportunity through the Sweetwater Camera Club to exhibit your photographs, you will most likely not be speaking directly with any potential buyer of your work. Each exhibit is different and you will receive instructions concerning the details for a particular event and venue.

Please keep in mind that the venue may require a percentage of all sales. For example, if the exhibition service requires 25% of all sales, you should make sure you add 25% to your desired price.

Charge whatever you like, but remember, in some instances you won't get all of the money paid by your collector.

Think about what you put into presenting your digital photographic imagery: Here's an example:

|                                      |          |
|--------------------------------------|----------|
| Frame (including mat and glass)      | \$30.00  |
| Paper and ink estimate               | 3.00     |
| Printing if you don't print yourself | 10-15.00 |
| Hanging materials (wire etc.)        | 2.00     |

Photo and computer equipment and software to create your masterpiece: Priceless.

So, let's assume you are putting \$35 to \$50 into the materials required in getting your picture up on the wall.

Personally, I would charge \$100 to \$125 for a framed 8x10 print and \$150 to \$175 for an 11x14. I might charge \$200 or more for anything above that in size or complexity. However, you may choose your own pricing scheme. If you don't want to sell the image, mark it NFS (Not for Sale). If you feel that your work is worth more, by all means charge for it.

Trying to get people to pay for great photography is difficult at best, not just because of the economy but because this particular area called "West Georgia" doesn't seem to do very well with art and photo sales.

I might feel that one of my pictures is so cool that it is worth \$375 or \$450 because it is big, because it took a long time to create, because it is so wonderful that someone is going to pay that much for it, or because I don't want to sell it, I just want to make people think my work is top notch (with a little snob appeal added). I may have traveled to Iceland to make that picture. I may have gotten mugged on the streets of Cleveland to create the work and I want to be compensated appropriately.

However, whatever you do, please do not sell your picture for \$50 if it cost you \$35 to make, matte, frame and present it. You will be cheating yourself and causing the general public to undervalue your skill and talent. You would be better off keeping your picture than giving it away.

If your potential customer/collector intends to matte and frame the picture themselves and just wants a print from you, charge them \$25 less than if it is framed. Don't think "oh, I paid \$15 to have that printed so I will charge \$30. Think, "oh, I have invested thousands of dollars in equipment, gasoline, hotel rooms and many years of my time learning how to create these images and I deserve a reasonable price for my art as well as my craftsmanship."

After that, it's up to you how much you charge. Just don't give your work and time away. There is no glory in having someone pat you on the back while robbing you of your talent.

Be like the famous painter Picasso. He was notorious for not wanting to part with any of his work, yet he died almost a billionaire from the proceeds supplied by his patrons. Why? Because he valued his work and talent so greatly that he convinced anyone who wanted a piece of it that it was rare, precious and beautiful, and for right now it was well worth owning at any price. Good luck!

Richard Nichols