

Tips for Pricing and Staging Your Work

Selecting Your Work to Sell

- Make sure all work is clean and free of cracks or imperfections.
- Make sure bottoms of pieces are smooth. Add felt or plastic bumpers if necessary.
- Label your work with the selling code and price.
- Check with someone if you are unsure what to charge.

Be proud of what you are selling

- Pricing your work just to "get rid of it" does you or no one else any favor.
- Take into account the workmanship involved. If your work is well made it is worth a decent price.

Planning Your Display

- The table coverings are medium grey. Consider adding color or creating interest with a piece of attractive material to help make your display stand out.
- Bring stands for plates and boxes or risers to stagger you display heights to attract buyers.
- Consider adding a brief bio to your display- even better, one with a picture of you. People like to identify with the artist.

Selling Your Art

- Consider hanging out as much as possible at the sale. Being there to talk about your work (and the work of other CAG artists) helps to personalize it and you will sell more. People like to meet the artist.
- Engage people. Talk to them. Be helpful.
- Point out interesting pieces around the sale and tell them how they are made.

Suggestions for Pricing Your Work

These are especially helpful for people who are new to selling their work.

- Mugs \$10 - \$15 (multiples sold as a set can be as low as \$10)
- Bowls \$10 - \$50 (depending on size)
- Plates \$10 - \$50 (more for large decorative and free-form plates)
- Casseroles \$30 - \$50 (price based on how well the lid fits and weight of casserole)
- Vases \$15 minimum (must be watertight!) A large, beautifully glazed vase can command a high price.
- Teapots No less than \$30
- Pitchers \$15 - \$30
- Raku, sculpture and one-of-a-kind display pieces should command high prices. Ask for assistance if you aren't sure what to charge.