

ETSY Intensives

Webinar Five

10 Things to Remember
When Pricing Your Product



10 POINTS TO WRITING THE PERFECT DESCRIPTION

1. Price too low – customers will question the quality of your items
2. Customers are willing to pay more for quality
3. The more complex an item, the more you can charge
4. Don't be afraid to try listing your items at a higher price – be willing to experiment
5. Calculate material costs based on retail pricing and not what you paid
6. Set a goal – charge for your time by the hour – you are worth it!
7. Assess competitors pricing, but don't base your pricing on others
8. Stop thinking “What would I pay for_____”? It doesn't matter what price you would pay – only what customers are willing to pay
9. Consistent pricing feel for all items
10. Customers don't notice price changing