

THIS EBOOK INCLUDES TEMPLATES & PRICING FORMULAS

UP THE ANTE

THE ULTIMATE GUIDE TO CREATIVE PRICING FOR
VISUAL ARTISTS & DESIGNERS.

KNOW YOUR WORTH
BY KEI MAYE

CONTENTS

Introduction

IS THE PRICE RIGHT? 5 - 7

Finding The Balance

Swooping Too Low

PRICING METHODS & FORMULAS 8 - 12

Hourly Pricing: Breakdown

Hourly Pricing : Suitability

Hourly Pricing : Rates of Pay Guide

Art & Design for Business 13 - 20

Going Premium

Increasing Service Value

How To: Providing A Valuable Premium Service

Misplaced Methods: Scenario Analysis

Value Based Pricing 21 - 30

Does Hourly Rate Penalise Efficiency?

Value Based Pricing: Implementation

Quote Request Template

Method: Tier Based Pricing

Method: Tier Pricing Quick Formula

How To: Creating A Quote

How To: Creating A Quote Formula

CONTENTS CONTINUED

TRICKY CONVERSATIONS 31 - 39

What's Your Type? Identifying Customer Types

What's Your Budget?

Tricky Conversations: Clients on Lower Budgets

Raising Prices: The Fear

GROWTH 40 - 50

How To Attract Higher Paying Clients

Printable: Client Growth Worksheet

Breaking The News: Return Clients

Breaking The News Template

Getting Out Of Your Own Way

Understanding Your Worth

Wrapping Up

HEY!

A LITTLE INTRODUCTION...

I've been mugged off a few times, made costly mistakes. Fallen prey to the grubby grips of imposter syndrome. Charged anything from free to £3 for the most elaborate of projects. Completely unaware that I was doing myself a massive dis-service until it slapped me in the face one day.

Class was well and truly in session from the first 'fail' onwards; I've read, researched, crashed and re-emerged with a much deeper understanding of value, pricing and exerting myself as a creative entrepreneur.

'Up The Ante' is a comprehensive guide to not only implementing solid pricing strategies to apply to your creative business, but also understanding and recognising your value as a creator.

Featured in this book are breakdowns of different pricing models, formulas, and methods to deal with resistance and overcome those internal barriers that may be causing you to sell yourself short; blocking you from receiving the blessings you deserve.

Kei xx

PRICE RIGHT? RIGH T? THE IS

Are you doing yourself the disservice of pricing your services too low?

If you've nodded in agreement - you are not alone. Many freelancers are operating at a lower frequency than they should for a number of reasons: fear of losing clients, fear of rejection and imposter syndrome, to name a few.

Some creators have become known for 'working for experience' under the illusion that exposure will 'eventually' propel them into the lucrative life of creativity they are after. All this does is tell people you are willing to provide them with immense value for free - and believe me...everyone that comes running to you, will expect the same.

Growing up, I was always told that I HAD to work for free, especially as a student. The fact that we are paying several thousands a year for an education means we don't qualify to charge for our labour? I think the hell not!

Whether you're a student, a graduate or haven't gone to university at all - this doesn't detract from your value as a creator, nor does it mean you HAVE to give your time with no recompense.