

## Pricing

Learning to accurately price your work will take longer than learning to cut, solder, or any other glass skill. But it is a skill that you can learn like any other.

It's surprising how few "professionals" have not learned how to price. Many calculate their prices per square foot. They might charge \$80 for a simple design, \$120 for average and \$150 for something quite complicated. This is a dumb formula. It's okay for a rough guess, but it's never accurate for a final price. Such "estimating by average" might be okay if you have no competition and will get every job you bid on, but you won't. Your competition will get the jobs on which you price too high, and when you price too low you'll get the job but wish your competitor had.

Practice and experience will teach you the many variables that affect the cost of different projects. The kind of materials, techniques used, design, how fast you work, your expected income, and many other factors will contribute to deciding the final cost. It's complicated, but there is a simple costing method that will help you get started. Instead of pricing per square foot, price per piece of glass. The labor to cut, fit, and solder a small piece is as much as for a large piece. Often it's even more.

Deciding what to charge is one of the most important decisions you deal with. If you charge too little, you don't make any profit. If you charge too much, you don't sell enough. It's hard to find the perfect compromise. But the critical question is how to get started.

Many people will tell you that you should start with the highest price you think you can get. Then, if it doesn't sell, you can always lower the price later. The problem with this idea is that you don't produce any sales momentum. Possible customers who have decided your price is too high, won't come back later to see if you have reduced it. Setting a high price might make you feel good, but can also prevent you from getting your sales started.

It's better to start with a low price. The lowest price you can live with. This way you start selling your product and get customers interested in your product. Then, as sales steadily increase, you can steadily increase your prices. Just be careful you don't increase them so far you turn off the flow of sales.