

What's Your Art Worth?

How to Price Your Art & Maximize Its Value

- ✓ Are you afraid that if you increase your prices nobody will buy your art?
- ✓ Do you frequently wonder if you are pricing your art correctly?
- ✓ Are you curious about ways to market your work that will make buyers perceive your art as more valuable?

Putting monetary value on your art can be a very triggering process for artists. How do you put a price tag on your creative expression? Well, it's not easy that's why many artists fall into the practice of "emotional pricing" or pulling figures out of thin air which can be quite detrimental to your sales not to mention VERY confusing to potential buyers. Still, there are ways to make this daunting process more systematic and consistent.

In this 1-hour workshop you will learn:

- The 6 most common fears and misconceptions artists have about pricing
- The 10 KEY guidelines for pricing your work that will demystify and facilitate the process dissolving many of your current blocks
- The most popular formulas used in the art world so you can start pricing your work in a more methodical and organized manner
- How to increase the value of your art by using simple marketing tactics that will enhance the way buyers perceive your work so you can command higher prices

About Martha Zlatar



Martha has advised emerging and mid-career visual artists on realizing their artistic goals for the last 18 years. She coaches on clarity of vision, relationship with money, embracing the business owner within, time management, unleashing your creativity and many other issues relevant to artists and art entrepreneurs.

Martha's passion for psychology, business and the arts led her to launch ArtMatch, an art business and creativity coaching practice that supports creatives on becoming more "business savvy" and "professionals" on becoming more "creative".

Her 30 years of diverse business experience took her to the worlds of Market Research, International Business, Event Management & Promotion, Training and Meeting Facilitation and Art Business Consulting (New York City, Brussels, New Orleans and San Francisco). Aside from running her private practice, she was also a Consultant for the Small Business Development Center in San Francisco and Oakland.

Martha also lectures on Selling Your Art, Pricing Your Art, Marketing Alternatives for Your Art and co-facilitates The Artists Way creativity workshops.

Her eclectic background brings a fresh and new perspective to the art business world and the Arts Community. She is originally from Colombia, has a degree in Marketing, an MBA, and is fluent in Spanish and French. Though she enjoys photography, collaging, improv acting, dancing and drawing with tea and ink, her true passion still remains "personal transformation" and inspiring that in others.