

Price Like a Pro: Strategic Pricing for Handmade Goods

A Free Printable Guide by
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Your work has value!

Using smart pricing techniques ensures that you receive what you're worth.

They require more than emotion; they need you to **view the market as a whole.**

I am here to help you be strategic without devaluing your efforts.

THE THREE CORE PILLARS OF PRICING



Cost-Based Pricing

When I was crocheting for product sales, this was the common pricing strategy I saw. It requires a simple equation:

$$(\text{Materials} + \text{Labor}) \times \text{Markup} = \text{Base Price}$$

It is a productive method, but there are other variables to consider.



Market-Aware Pricing

Market-aware pricing is a strategy I utilized in deciding which products to produce and sell.

This requires market research into similar products you sell and determining if you can meet the market value.

If not? It simply is not a sellable item—**yet.**



Value Progression

Just getting started? Your time and energy is **valuable.**

Strategically pricing your items while you build your skillset is a **marketing strategy** that allows for progression.

Adapt your “labor” cost as you build skill. Practicing a skill of any kind is important, and this allows you to earn while you expand your offerings.

*Common Mistakes to
Avoid:*

- ✗ Pricing based on emotional investment alone.
- ✗ Ignoring market trends for your goods.
- ✗ Overpricing early products out of “pride”.
- ✗ Undervaluing yourself to “get sales”.

Ask Yourself 3 Questions...

- ? Is anyone making this faster/better for less?
- ? Have I compared my pricing to **at least** three other sellers?
- ? Would I buy this from myself if I were not the seller?

Sales are based on market demand. Know your value, and adjust your pricing strategy or offerings to meet those needs.

Worksheet

This worksheet is a guide, not a rulebook. The key is knowing **why** you priced it that way.

Category

Material Costs:

Estimated Labor (Time):

Desired Hourly Rate:

Total Cost (Materials + Hourly):

Market Average (for item):

Adjusted Price (Skill/Brand):

Your Notes

Pricing isn't about proving you're worthy.

It's about positioning yourself to grow sustainably, compete fairly, and feel pride with every sale.