

PRO TIPS (EPISODE #4): THE EMOTIONAL PRICE

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Astuces de pro

LE PRIX ÉMOTIONNEL



Les Pies Bavardes



How to set a fair price?

Welcome to episode 4 of our video series in partnership with Les Pies Bavardes! Melanie gives her caring advice and the elements you need to run a stable and viable project in order to grow your creative business.

As a reminder of her previous videos:

- How to define your company's positioning (episode #1)
- How to define a brand image (episode #2)
- How to price your creations (episode #3)

In her last video, Melanie explained how to calculate a fair price for her creations (episode #3). A very thorny subject for many designers!

Making a simple calculation is within everyone's reach. But that would be too easy because setting a price does not only involve numbers. Setting a price is not only the result of a kind of economic reality, but also an emotional reality.

And this emotional aspect is directly linked to your relationship with money. That's the problem... Because it is this emotional aspect that prevents you from putting the right price on your creations. And it is also this emotional baggage that makes you think that your creations are too expensive.

The emotional baggage around the price of your creations comes from different sources:

- the environment: the education you received, the weight of life... can influence you.
- and especially self-esteem: fear of being criticized, fear of being judged, not assuming high prices, thinking that your work is not worth much...

Setting a fair price can have an impact on you, on your emotions and make you feel uncomfortable. To set a good price, you have to get rid of this emotional baggage by working on yourself and overcoming your own limiting beliefs. The goal you need to keep in mind is the profitability and sustainability of your business. If your prices are too low, your business may fail. Easy to say, isn't it? But not impossible to do! The solution? Cut the guilt of selling at the right price. To do this, you have to learn to put aside your emotional baggage and boost your self-esteem!

Moreover, this emotional baggage makes us make mountains out of mountains: in fact, for the middle and upper classes who buy handcrafted creations, the price is not the main criterion of purchase. It only comes in 3rd place for the middle classes and 5th place for the upper classes (according to a study conducted by Pies Bavardes in 2020). So let's play it down!

Now you know everything about the emotional price. We'll see you in a new episode of Pies Bavardes. See you soon!

