



# THE ART OF BEING AN ARTIST

WORKSHOP PRESENTATION

SEPT | 2025



# I. Introduction

- Who are we?

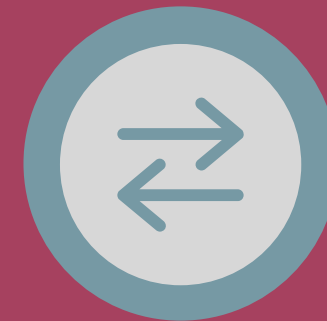


# Pricing Your Artwork

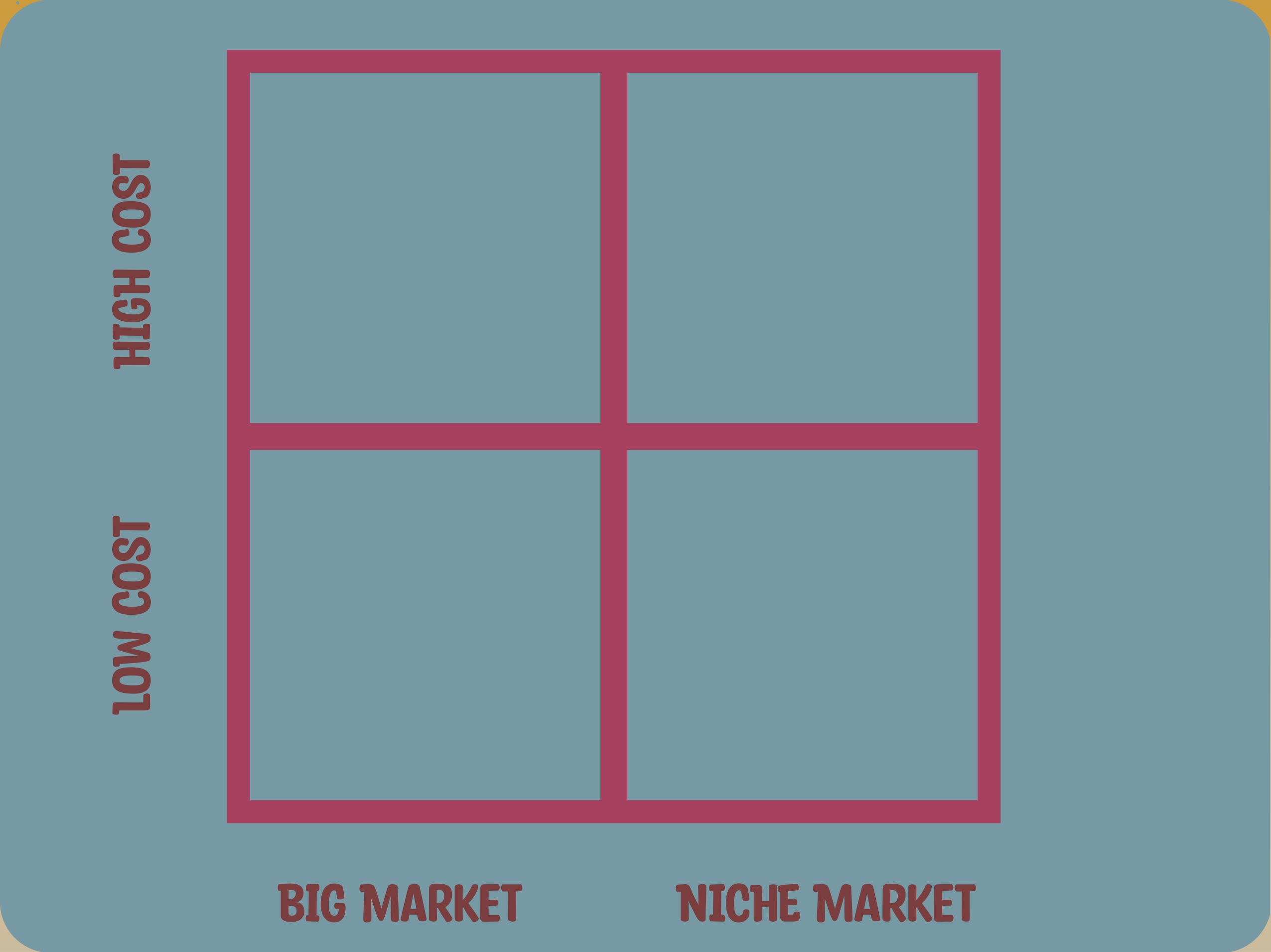
Your pricing should be the same across all your outlets; markets, website, galleries etc.



Charge enough to  
cover both your  
time and materials.



Research what other artists  
are charging for similar pieces  
of the same size.



# Pricing Your Artwork



If you can generate sales from prints, you may choose to lower the price of the original, as the prints can provide additional income.



Offer a wide price range of artworks to make your work accessible to different buyers.

# FEAST & FAMINE

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## STRUCTURED

- Know your budget
- Know your expenses
- Certainty around sales

## TRUST

- May still know budget & expenses but happy to trust that sales will come without knowing when or from where

# Creative Work & Value

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Reflect on this statement:

“Don’t work for exposure alone — you ruin it for all of us trying to make a living as creatives.”



# Practical Finance for Creatives

- **Tax essentials:** income tax, GST, ACC, provisional tax
- **Donations:** what can be claimed
- **Expenses:** what counts as deductible?
  - Car use
  - Home office
  - Trips away
- Purchases under \$50
- **Tools:** what accounting software to use (or avoid)



# Next Workshop Dates:

~~01 Aug – Be Seen (visibility & online presence)~~

~~08 Aug – Hands On (framing, prints, merch)~~

~~19 Sept – The Business End (pricing, agreements, GST)~~

26 Sept – Art & Wellbeing

- Fridays, 4 PM
- Community Social Services  
Whitianga

- Free Ferry Pickup
- Free (koha welcome)

**Spots are limited!**  
Email [hello@coromind.nz](mailto:hello@coromind.nz) to secure yours.







# THE ART OF BEING AN ARTIST

# *THANK YOU*



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