Kreatywni online

06 | PRICING CREATIVE WORK

Build a sustainable price and explain its scope



CREATIVE EUROPE • 2026

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PRICING CREATIVE WORK

Suggested time: 60—75 minutes

Purpose

To develop a price using costs, market context and value rather than intuition alone.

Learning outcome

The participant calculates a minimum sustainable price, reviews market context and prepares language for a client conversation.

Learning content

Pricing can combine three perspectives. The cost approach covers time, materials and business expenses. Market comparison shows typical ranges and alternative offers. The value perspective considers the importance of the outcome to the client. No single perspective answers every situation.

A minimum price should protect the creator from losing money. The final price may also reflect complexity, usage rights, urgency, revisions, exclusivity, risk and the value of the result. State what the client receives and what falls outside the scope.

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PRICE REVIEW

What comparable work or service exists in this market?

_____

_____

_____

What usage rights or licence does the client need?

_____

How many concepts and revision rounds are included?

_____

Does the deadline require priority or more resources?

_____

What outcome or risk reduction matters to the client?

_____

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TOOL 9
MINIMUM PRICE WORKSHEET

Component	Calculation	Amount
Creative work	Estimated hours × hourly rate	_____
Preparation and administration	Hours × hourly rate	_____
Materials and production	Expected direct costs	_____
External services	Printing, fabrication, travel or specialists	_____
Business overhead allocation	Share of recurring costs	_____
Contingency	Allowance for defined uncertainty	_____
Minimum sustainable price	Total of the items above	_____

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CONVERSATION SCRIPT

“Based on the scope we discussed, the fee is [amount]. It includes [deliverables], [number] revision rounds and [usage terms]. The schedule is [timeline]. Work outside this scope can be quoted separately before I begin it.”

Adapt the script to your offer

_____
_____
_____
_____

PRICING SAFEGUARDS

Confirm scope, deadline, payment schedule and usage rights in writing.

Define what counts as a revision and how additional work will be priced.

Separate a strategic discount from accidental underpricing.

Review estimates after the project; record actual time and costs.

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