

Day 14 Money & Price Confidence

Raise your rates, own your value, and book with confidence.

1. Mindset Shift: Charging Before You Feel “Ready”

Many tattoo artists wait until they “feel” confident to raise prices... but that day rarely comes. Confidence doesn’t magically appear it’s built through *acting* as if you’re already worth it.

3 Lies About Money That Keep You Undercharging:

1. **“If I charge more, I’m greedy.”**

Truth: Pricing is not greed — it’s a boundary.

You’re not charging *for the ink and hours* — you’re charging for the years of learning, the creative energy, and the one-on-one transformation your art gives someone.

If you undercharge, you’re actually being *unfair* to yourself and your future clients, because you’ll burn out and won’t be able to give your best work

2. **“My price should match my competition.”**

Truth: You are not a supermarket shelf.

The only thing your price needs to reflect is **your** service, skill, and the client experience you deliver.

Trying to match the artist down the street keeps you trapped in comparison mode and ignores the fact that *your* art is a unique, one-of-a-kind creation.

3. **“I need to ‘earn’ the right to charge more by getting better first.”**

Truth: Skill growth never stops, you’ll never feel “finished.”

Waiting until you feel 100% ready means you’ll wait forever.

The reality: Raising your price is what often *forces* your growth, you’ll rise to the level of what you charge because you’ll naturally demand more from yourself when you know your work is valued.

2. Practical Pricing Framework

When adjusting prices:

1. **Decide the New Base Rate** — Set it before you announce bookings.

- Example: “From now on, my minimum is €150 and my hourly rate is €X (100,-). dayrate is 500€

2. **Keep the Delivery Simple** Avoid over-explaining.

Example automated answer:

- “Thank you for your request! My minimum is €150 and my rate for this piece will be €____, which includes
 - **consultation** to consider body flow aesthetic, size and going in a deep understanding of the reason for your tattoo.
 - **unique custom design** created to reflect your story, meaning and emotions inside a long-lasting, decorative memory,
 - **clean aftercare guidance** for best healing experience making sure your tattoo will shine and last over decades.

3. **Anchor to Value, Not Time** Mention what’s included:

- Custom design tailored to them
- Professional tattoo execution
- Healing and aftercare guidance
- Years of skill and artistic vision

4. **No Public “Price Increase” Post** Just update your automated reply and booking page.

3. Action Task for Today

✓ Step 1 — Set Your New Rate:

- Minimum price: €____
- Hourly/day rate: €____/€____
- Included in auto-response & price list.

✓ Step 2 — Update Booking System:

- Change automated DM reply
- Adjust booking form or website

✅ **Step 3 — Cancel out of your wording:**

- “maybe”
- “is that okay?”
- “what do you think”

✅ **Step 4 — Mini Exposure Practice:**

- Send a message to **2 open requests** (if there are), including updated price, **today** (even if they don’t book, the practice builds confidence).