

ORDERING INSTRUCTIONS - NEW ARTISTS

In your Forms to be Returned Packets, each of you received a Barcode Order Form. Using this form and following the directions and suggestions below you will have little difficulty creating an efficient and effective pricing file.

Ordering labels using the Barcode Order Form is simple.

1. **READ THE DIRECTIONS:** The following four pages have samples of good files, suggestions for simplifying your information, and step-by-step instructions for turning your complete inventory list into a consolidated and effective pricing file. Read these instructions first, then continue on to the Order Form.
2. **DESCRIPTION:** In the Description column give a brief generic description of the item being sold, ie: notecard, sm vase, earrings, matd print, frmd orig oil, sm gourd, lg ornament, etc.
3. **PRICE:** In the Price column list the price you plan to sell the item for. LAAF deducts its commission from this price prior to creating your artist check.
4. **MEDIUM:** In the Medium column choose from the list of mediums provided on the form that which best describes the item listed.
5. **# OF LABELS:** List the actual number of labels you wish to be printed for this item.
6. That's it! Mail your pages to the office at P.O. Box 547, Laguna Beach, CA 92652. THANKS!

FREQUENTLY ASKED QUESTIONS:

How many items may I have?

Though the system allows up to 99 per individual, original requests are **limited to 25 items each**. Artists with the show for many years and having multiple mediums tend to require more items, though larger files are cumbersome, slow, not efficient and can be confusing. The simpler file is the better file.

How many items may I request?

You may request up to 25 items.

Can I offer multi-purchase discounts, and how do I do this?

Yes. Using the example of greeting cards... You sell a single card for \$4, and you want to sell four cards for \$12. Request an equal number of labels for "single card \$4" and "4 cards \$12". Each card in your booth must display both the \$4 and the \$12 label. Place the labels next to each other for easy viewing by the cashiers.

I sell more than one medium. Can I group things together to minimize my file size?

No. Pricing labels are based first on price point and then on medium. We track the sales by medium, so each medium must remain separate. If you sell an original oil painting for \$500 and an original acrylic painting for \$500 you must have separate item codes and separate labels for each.

What do I need to do to make it easier to find my labels on my sheets?

Since labels come 80 to a sheet (4 across and 20 down) order in numbers divisible by 4. Order whole sheets or half sheets. Order a few more than you might need just to round out the numbers. Keep it simple.

HELPFUL HINTS

ABBREVIATE

To save room on your label use abbreviations. Here are some of the most common words used in label descriptions that are easily abbreviated and understood. When in doubt, leave vowels out! Remember the labels can only hold 21 characters.

matd = matted	pstl = pastel	oil = oil	brac = bracelet
frmd = framed	clr = color	acryl = acrylic	ear = earring
orig = original	sw = shrink wrapped	sculpt = sculpture	xsm = extra small
prt = print	wrapd = wrapped	pncl = pencil	sm = small
repro = reproduction	photo = photograph	dig = digital	md = medium
bw = black & white	wc = watercolor	neck = necklace	lg = large
			xl = extra large

CONSOLIDATE

If you have numerous sizes that vary only slightly (5x7, 6x7, 6x8, 11x14, 12x16, 13x18, etc.) try grouping and pricing using a “extra small, small, medium, large and extra large” structure. This will save you item codes, and still give enough detail for clarity.

BELOW ARE SAMPLES OF EFFECTIVE BARCODE FILES:

CAHL01	frmd 12x16 image	Sales:CAHILL, Michael	\$175.00 Original:photograph
CAHL03	matd 12x16 image	Sales:CAHILL, Michael	\$48.00 Original:photograph
CAHL05	matd 7x10 image	Sales:CAHILL, Michael	\$28.00 Original:photograph
CAHL09	frmd 7x10 image	Sales:CAHILL, Michael	\$75.00 Original:photograph
CAHL16	card	Sales:CAHILL, Michael	\$3.50 Notecard
CAHL18	lg frmd 20x25+ image	Sales:CAHILL, Michael	\$365.00 Original:photograph
CAHL19	frmd triple 7x10 images	Sales:CAHILL, Michael	\$265.00 Original:photograph
CAHL20	lg canv wrap 20x25+ img	Sales:CAHILL, Michael	\$225.00 Original:photograph
SMALL02	jewelry	Sales:SMALLTON, Mandy	\$19.95 Jewelry
SMALL03	jewelry	Sales:SMALLTON, Mandy	\$49.95 Jewelry
SMALL07	jewelry	Sales:SMALLTON, Mandy	\$99.00 Jewelry
SMALL13	jewelry	Sales:SMALLTON, Mandy	\$199.00 Jewelry
SMALL15	jewelry	Sales:SMALLTON, Mandy	\$499.00 Jewelry
SMALL16	jewelry	Sales:SMALLTON, Mandy	\$999.00 Jewelry
SMALL20	xsm ceramic	Sales:SMALLTON, Mandy	\$28.00 Ceramics
SMALL21	sm ceramic	Sales:SMALLTON, Mandy	\$45.00 Ceramics
SMALL23	med ceramic	Sales:SMALLTON, Mandy	\$89.00 Ceramics
SMALL24	lg ceramic	Sales:SMALLTON, Mandy	\$150.00 Ceramics
SMALL25	xl ceramic	Sales:SMALLTON, Mandy	\$350.00 Ceramics
SMALL26	sm vase	Sales:SMALLTON, Mandy	\$75.00 Ceramics
SMALL27	med vase	Sales:SMALLTON, Mandy	\$225.00 Ceramics
SMALL28	lg vase	Sales:SMALLTON, Mandy	\$500.00 Ceramics

STEP-BY-STEP TO BUILDING AN EFFICIENT BARCODE FILE:

STEP 1: start with a complete inventory of all the work you have available to sell at the show, see sample below:

Notecards:		Qty on hand		Framed Prints:		Qty on hand
Notecard: White Pansy	\$ 3.95	20		Garden Medley 1	\$ 150.00	1
Notecard: Purple Pansy	\$ 3.95	20		Garden Medley 3	\$ 150.00	1
Notecard: Pansy 3	\$ 3.95	20		Pansy 3	\$ 150.00	1
Notecard: Old Barn	\$ 3.95	20		Monastery	\$ 895.00	1
Notecard: Dainty Bess	\$ 3.95	20				
Notecard: Persimmons	\$ 3.95	20		Framed Originals:		
Notecard: Blue Dome	\$ 3.95	20		Blue Dome	\$ 695.00	1
Notecard: Three Domes	\$ 3.95	20		Pink Pansies	\$ 695.00	1
Notecard: Monastery	\$ 3.95	20		White Pansy	\$ 325.00	1
Notecard: Old Bucket	\$ 3.95	20		Purple Pansy	\$ 325.00	1
				Dainty Bess 1	\$ 325.00	1
Matted Prints:				Dainty Bess 2	\$ 325.00	1
Garden Medley 1	\$ 45.00	10		Nasturtiums	\$ 325.00	1
Garden Medley 2	\$ 45.00	10		Mushrooms	\$ 165.00	1
Garden Medley 3	\$ 45.00	10		Mushroom & Onion	\$ 165.00	1
White Pansy	\$ 15.00	20		Portabello	\$ 165.00	1
Purple Pansy	\$ 15.00	20		Tomato	\$ 165.00	1
Pink Pansies	\$ 15.00	20		Carnival Pears	\$ 1,695.00	1
Nasturtiums	\$ 15.00	20				

STEP 2: Consolidate your detailed inventory by **price points**, remembering to keep Reproductions separate from Originals, see below:

Description		Qty on hand
Notecard	\$ 3.95	200
Small Matted Print	\$ 15.00	80
Matted Garden Medley	\$ 45.00	30
Framed Print	\$ 150.00	3
Framed Print	\$ 895.00	1
Framed Original	\$ 165.00	4
Framed Original	\$ 325.00	5
Framed Original	\$ 695.00	2
Framed Original	\$1,695.00	1

See how easy it is to take a fairly large list and drastically reduce it in size? You've taken 33 items and turned them into 9 distinct price points. You may have 8000 notecards on hand but they are only one price point. The *Descriptions* I've chosen are adequate to the pieces. If you want to give the customer more information (such as the title of the work, medium, and size, in addition to the price etc.), put it on your wall or hang tag. The pricing label is usually on the back of the work so it is the wall or hang tag they will immediately see.

Now, if you find you have a large array of price points such as \$225, \$235, \$250, \$265, \$275, \$295 etc., give serious consideration to better organizing these as well. Many artists price their work based on cost of materials and time required to produce. This usually results in unnecessary and inefficient multi-pricing. Also consider that the customer often sees no difference in the different-priced pieces. They cannot see the amount of work that went into the different pieces or that you personally like one better than another. They only see that they are all pretty similar in size and content. In their mind the pieces are equal, so price them equally. Give yourself one or two price points in each \$100 range, such as \$245 and \$295. When you reach higher dollar amounts you will probably want only one price point per \$1000 range (\$995, \$1095, \$1195). As always, **consolidate and simplify!**

STEP 3: You may not have every item completed by the time you put in your label request. If you have a good range of price points, you will be able to find one that fits your pieces as you create them. In the Step 2 list above, for Originals I have price points of \$165, \$325, \$695 and \$1695 available. This covers easily the sizes I tend to paint, but since there is a big price gap between the lower prices and the highest price, I should request an additional price point or two to cover my bases, such as \$995 and \$1295. For the reproductions I may want to offer a quantity discount, such as 4 notecards for \$12 or 2 small prints for \$25. It's also time to tidy up some details such as abbreviating the descriptions and deciding just how many labels I need to order and adding the Medium to my list. See these adjustments in the completed table below:

Description	Price	Medium	Qty on hand	Qty to order
notecard	\$ 3.95	Notecard	200	240
4 cards (unpkgd)	\$ 12.00	Notecard		240
sm matd prt	\$ 15.00	Reproduction	80	40
2 sm matd prt	\$ 25.00	Reproduction		40
matd garden prt	\$ 45.00	Reproduction	30	20
frmd print	\$ 150.00	Reproduction	3	8
frmd print	\$ 895.00	Reproduction	1	8
frmd orig	\$ 165.00	Original:watercolor	4	8
frmd orig	\$ 325.00	Original:watercolor	5	8
frmd orig	\$ 695.00	Original:watercolor	2	8
frmd orig	\$ 995.00	Original:watercolor		8
frmd orig	\$1,295.00	Original:watercolor		8
frmd orig	\$1,695.00	Original:watercolor	1	8
totals labels ordered				644

Though I have 200 cards currently on hand, experience tells me I will be making cards all summer, so I order extra labels. For the quantity discount I need the same number of labels as for the original price, since BOTH labels must be placed on each piece of work for which they apply. Likewise, I have 120 small matted prints on hand, but again experience tells me I won't be selling out of these, so I only ask for 40 labels. For the framed items, I have ordered enough labels to allow me to sell several and replace them without requesting more labels. Finally, I have kept my order well under the 800 free maximum, so that during the summer I may still order additional labels at no charge.

Enjoy building your pricing file, and let me know if you have questions (salliesart@att.net or 714-543-0925).