Calm Price Scripts

Copy-and-use lines for talking to buyers without feeling pushy.

Print this PDF. Keep page 1 near your workbench or take it to markets as your cue card.

The One Rule

Say the price, then stop talking. Silence gives the buyer space to think, and it makes you sound confident.

Cue Card Scripts

Price Statement
"This piece is £____. It's one of my favourites from the ____ collection."
Then pause. Smile. Count to three in your head.

Silence Rescue Line
"Would you like to take a closer look?"

Daily 60-Second Practise
Write your top 5 prices on a cue card. Stand up. Say "This piece is £____." ten times. Practise the pause after each one.

Fill-in blanks before you sell today: Originals £____ | Prints £____ | Smaller originals from £____ | Commission start £____

In-Person Scripts

When they say: "That's too much for me."

"I completely understand. Not everyone is looking to invest in an original right now. I do have limited edition prints of this piece for £____ if that feels like a better fit."
"Totally fair. I have a few smaller originals starting at £____. Would you like to see those?"
"Totally fair. What range would feel comfortable for you? I'll show you what fits."

When they ask for a discount

"I keep my originals priced consistently for every collector, so I don't discount originals. But I can offer a print option, or I can show you a piece closer to your budget."
"I keep my prices consistent so it's fair for everyone who buys from me. If you tell me your budget range, I'll show you what fits."

When they ask: "Is it negotiable?"

"I price my originals consistently, so the price is the price. If you'd like something similar at a lower price point, I can show you prints or smaller pieces."

When they say: "I love it, I need to think."

"Of course. Would it help if I wrote down the title, price, and my details so you can come back to it?"
"If it helps, I can hold it for the rest of today while you have a wander. Just let me know."

When they say: "My partner isn't here."

"Totally. If you'd like, I can take a quick photo on your phone with the price and size, so it's easy to show them."

When they say: "I can't picture it on my wall."

"Absolutely. If you show me a photo of the wall on your phone, I can help you imagine the scale. And I can send you a quick mock-up later if you want."

When they ask about commissions

"Yes, I do commissions in my style. The starting price is £____, and the next step is a quick chat so we can check it's the right fit for you and for me. If you like, I can take your email and send the commission details."
"Yes. I can send you my commission info sheet with sizes, pricing, and timelines. What's the best email?"

When they ask: “Can you do one like this in my colours?”

“I don’t recreate exact pieces, but I can create something with a similar feel in your colours. If you tell me the room colours and the size you need, I can suggest a few options and the price range.”

When they ask you to hold it

“Yes. I can reserve it with a small deposit, and then we can arrange collection or delivery. If you’d rather not do a deposit, I can hold it until ____ today, and then it goes back on display.”

Online Copy-And-Paste (DM or email)

Use these exactly as written, then adjust the price and collection name.

Reply to: “How much is this?”

“Thanks so much. That piece is £____. It’s an original from my ____ collection. If you’d like it, I can send a quick checkout link and a shipping estimate.”

Reply to: “That’s too much.”

“No problem at all, I completely understand. I do have limited edition prints of that piece for £____ if that feels like a better fit. Would you like the link?”

Reply to: “Can you do it for less?”

“I keep original prices consistent for every collector, so I don’t discount originals. But I can share print options, or show you pieces closer to your budget if you tell me your range.”

Gentle follow-up the next day

“Just a quick note to say thank you again for your message yesterday. If you’d like extra photos of the piece in different light, or the exact measurements for your space, I’m happy to send them.”

Practical Scripts (so you stay calm)

Payment
"You're welcome to pay by card. And if it helps, I can take a deposit to reserve it."

Delivery
"Yes, I can deliver or ship it. I'll calculate it from your postcode and confirm the total before you commit."

Framing
"It's unframed so you can choose a frame that suits your home, but it is ready to hang as it is."

Context (watch next)
If you want to double-check you're not underpricing, watch my previous video: "Your art is worth more than you think, here's the math", where I cover two pricing formulas and four pricing strategies.

Reminder: You're not convincing someone to buy. You're making it easy for the right person to say yes.

"Mastered the sales conversation? That is actually just Step 5 of building a profitable art business. If you want the full roadmap—from finding your style to finding buyers—download my free 7-Step Plan For Artistic Success (with full Guide and Template here: https://tinyurl.com/358dphv6