The background features a white surface with calligraphic text in black ink. At the top right, the letters 'A B C' are written in a large, elegant cursive script. Below this, the letters 'a b c' are written in a smaller, similar script. Further down, the letters 'l m n' are visible. On the left side, the letters 'A B C' are written again, followed by 'I J' and 'P Q'. At the bottom left, the word 'nibs' is written in a reddish-brown ink. A teal-colored ribbon is draped across the bottom left corner, partially overlapping the calligraphy. A dark, rectangular block is positioned in the center-right of the image, containing the main title and publisher information.

2016 TRADE PRACTICES  
AND PRICING GUIDELINES  
FOR PROFESSIONAL  
CALLIGRAPHERS

PRODUCED & PUBLISHED BY

Carla Hagan  
Fox

CLICK A  
TITLE TO  
JUMP  
AHEAD.

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## Introduction

The *2016 Trade Practices and Pricing Guidelines for Professional Calligraphers* is a business survey for the professional calligraphy industry. The survey was developed and administered by Carla and Clifford Hagan of [Carla Hagan Designs](#), a Florida based calligraphy studio.

We realized the need an industry wide survey when researching fair market pricing for hand calligraphy for weddings and special events. Like many of the artists involved in the calligraphy industry, we found it difficult to place a price on Carla's art. We were frustrated to find so many professional wedding publications, electronic magazines, and blogs stating price ranges for calligraphy that set up brides and calligraphers for conflict, and established unfulfillable expectations.

When you Google the term "price for wedding calligraphy," the top result is an article from *The Knot* titled "[Wedding Calligraphy Basics](#)." This article states that "Calligraphy is a time-consuming process with a fee to match. Pricing can range anywhere from \$2.00 to \$5.00 per envelope – or higher for special requests." The magazine did not indicate that it conducted any market research. Rather, its article is based off one interview with one calligrapher specializing in modern calligraphy.


This price range reported by *The Knot* has been repeated across the internet and furthers conflicts between brides and professional calligraphers who can infer that an average price for an envelope should be closer to \$2.00 than \$5.00.

A 2010 article on [wedding.costhelper.com](#) titled "[Calligraphy Cost](#)" indicates that "Wedding calligraphy typically ranges from \$2.00 to \$4.00 per invitation." This same article values an escort card at \$0.75 to \$2.00 each and a wedding program at \$150.00 and up. There is no date on this article, so the casual reader is led to believe the pricing is current.

Our survey revealed the nationwide price range to be much higher than reflected in either of these oft-reported figures.

The goal of this survey was to develop an educational tool to inform members of the calligraphy industry and the press of reasonable cost expectations for the art of hand calligraphy.

We would like to thank the 237 professional calligraphers who shared their pricing schedules with us, and all the people who sent us emails thanking us for initiating this survey, showing support for it, and bringing to light a few well made points about the industry.



*Our survey revealed the nationwide price range to be much higher than reflected in oft-reported figures.*



ESCORT LEAVES BY CARLA HAGAN

## Methodology

Since there is no central certification or licensing for a professional calligrapher, it is impossible to know just how many people are supplementing their income or making a living performing calligraphy services.

To reach the widest audience of calligraphers possible, we forwarded the survey to members of [IAMPETH](#) who chose to publish their email addresses in the member directory, members of active calligraphy guilds in the United States who listed themselves on their guild's website as a Freelance Calligrapher, posted to several Facebook groups, and to many calligraphers who advertise their service on several popular wedding websites. In total, 237 calligraphers participated in the inaugural survey.

When the survey results were analyzed, we found that 52 professional calligraphers who specialize in Modern Calligraphy participated in the survey. There were 59 people who completed the survey that we classified as hobbyist calligraphers. These were the individuals who make less than \$200 a month from their calligraphy or work on fewer than 10 events a year. There were 106 participants who we classified as professional, traditional calligraphers who work on the local and state level.

Twenty-one calligraphers were classified under the heading of "nationwide calligrapher." These are the participants who earn an average of \$72,200 per year, work on over 80 events, have domain name websites, Facebook and Instagram profiles, and are published in national blogs and magazines.

As promised when the survey was distributed, no calligrapher can be identified by personal or business name. Everyone's personal data remains private. But we can get an idea of what calligraphers are charging around the country and where there is room for increase.





CALLIGRAPHY BY CARLA HAGAN

## *Disclaimer & Reader's Waiver of Liability*

The opinions and statements offered in this document are the opinions of a few people involved in the calligraphy industry. Some ideas come from emails offered by survey participants, online postings, and some are hard-learned lessons over a ten-year professional career. While we encourage you to experiment with your pricing structure, the final decision is that of the reader alone. Carla Hagan Designs, its employees, or agents take no responsibility for future financial performance of the reader or end user. The statements contained herein are only predictions and reflect our current beliefs and expectations. Actual events or results may differ materially from those contained in the projections, estimates, averages, or forward looking statements. It is routine for internal projections and expectations to change, and therefore it should be clearly understood that the projections and estimates on which we base our beliefs may change.

This document is not a guide to get rich quick or a guarantee to business success. It is simply our observations and interpretation of the industry and the data available to us. It is ultimately the end user's decision to use or disregard the information contained therein while making business decisions for their company. The reader understands and agrees that Carla Hagan Designs, its owners, agents, or employees should not be held liable for any consequence as the result of further reading of this document.

## *The Wedding Industry*

Most professional calligraphers rely in whole or part on weddings for their income. Before we can discuss the calligraphy industry, it is helpful to have an understanding of the industry that supports our businesses. Here are a few highlights of the wedding industry in the United States from the [2015 Wedding Survey](#) published by *The Knot* magazine:

- » Number of couples wed every year in the U.S.: 2.3 million (that's nearly 6,200 weddings a day)
- » Average age of a bride: 29
- » Average age of a groom: 31
- » Average number of guests invited to a wedding: 139
- » Average number of invitations sent to guests: 85
- » Money spent per year on weddings: \$72 billion
- » Average wedding budget: \$32,641
- » Most expensive place to get married: Manhattan (\$82,299 average spending)
- » Money spent per year on wedding gift registries: \$19 billion
- » Money spent per year on honeymoons: \$8 billion
- » Average honeymoon budget: \$3,657
- » Over 91% of all to-be-weds register for gifts; the couple receives gifts from an average of 200 guests
- » Most wedding guests spend between \$70 and \$100 on a gift.

The data from *The Knot* represents brides nationwide and provides an average for weddings in the United States. **As professional calligraphers, we do not want the average bride. They simply can not afford the product we offer.**

# *Calligraphy Is A Luxury Component of the Luxury Wedding Market*

We believe that wedding calligraphy can most appropriately be categorized as a luxury wedding component. The average bride who spends \$447.00 on her invitations is not going to spend over \$350.00 on calligraphy. The average event planner making \$2,000 on an average wedding is not going to endorse a calligrapher who can easily demand \$1,000 for their services when doing invitations, and day-of event components (e.g. place cards, escort cards, seating charts, and custom signs).

**As professional calligraphers, we do not want the average bride.** They simply can not afford the product we offer. Calligraphers must market to and obtain clients from luxury wedding segment. These are the individuals who have the money to invest in your art and desire to set the tone for their wedding event from the moment the invitation arrives.

The blog [Pointers for Planners](#) offers eight quick facts to introduce you to the luxury wedding market:

1. Luxury weddings are more expensive. The average couple spends \$32,641 on their wedding. For it to qualify as a luxury affair, the price must be about three times that amount. Some couples will spend up to \$100,000 for the ceremony and decorative items alone.
2. For a wedding to be considered a luxury event, the cost per guest is usually around \$1,000.00.
3. There is big emphasis on the fine details. Can anyone say *calligraphy*?! Place cards, escort cards, seating charts, signs, menus, programs...you get the idea.
4. Luxury weddings are more customized. Invitations are of a much higher quality than the average invite. Part of what makes the wedding 'luxurious' is the inclusion of details that go above and beyond the average to make that day a complete celebration of the couple. Personalized menus, gift bags, monogrammed napkins come to mind.
5. Luxury weddings are a more elaborate series of events. We are not just talking about the ceremony and reception. A luxury wedding event may include an engagement party, rehearsal dinner, ceremony, post-wedding brunch, and activities throughout the wedding weekend. That's right, we're not talking wedding *day*. It's wedding *weekend*. A luxury wedding is an event that demands your services as a professional, traditional calligrapher. The brides want to make a traditional statement and wow their guests. An experienced, classically trained calligrapher can offer services to meet these needs.
6. The clients' expectations are higher. If you want to have a part of this market, you will have to learn customer service. You will need to know how to balance pleasing the customer with getting the job done to the correct level of detail.





MACARON CALLIGRAPHY BY CARLA HAGAN

7. The guests' expectations are higher. Your luxury clients want to impress their guests. At this level of client, there is a great deal of social pressure to have a very impressive, high quality wedding, and their guests actually expect it. Here is your chance to upsell, upsell, upsell. Your luxury client is not going to know what they need (e.g. signature drink signs, monogrammed napkins, mirrored seating charts, rehearsal dinner place cards) until you suggest it to them. Once you do, it is a necessity, and a service you can provide.
8. Your luxury clients are most likely those who have worked hard to move their way up the corporate ladder and are marrying after having established their careers. They know the impression they want to make and are looking for help executing their vision.

*Read the entire article at the [Pointers for Planners blog](#).*

If you target clients who are part of the premium and luxury wedding market, you will succeed in growing your wedding business while doing less work for more money. Assuming just 10% of 2.3 million annual weddings could be classified as luxury or premier, there are 230,000 weddings per year that meet this standard.

This survey was only able to identify 127 individuals who were defined as “professional calligraphers.” That means there are 1,811 luxury or premium weddings available per calligrapher – more than enough to sustain and grow a profitable calligraphy business. And since we know not everyone is able to make the commitment to break into this market, the numbers are much higher.



## Striving for 1,000

If you successfully introduce yourself to the premium and luxury wedding market in your state, there is no reason you should not be able to target a revenue of \$1,000.00 per wedding. These are event weekends, not single-day parties. There are plenty of opportunities if you provide premier customer service and learn to upsell, upsell, and upsell some more.

How do you hit \$1,000 per event? Here it is. Remember, the client doesn't need it until you tell them they do!

» Envelopes: inner & outer, custom ink	120 @ \$6.30	\$756.00
» Escort cards: tent card with black ink	100 @ \$2.65	\$265.00
» Place cards: tent card with black ink	200 @ \$2.25	\$450.00
» Seating chart for rehearsal dinner	30 people	\$200.00

**Total: \$1,671.00**

*@eps...slightly over!*



ESCORT CARDS BY CARLA HAGAN

How to enter the luxury market is research you will have to do on your own, but I would suggest making contact with the bride at the earliest point possible where they:

1. Buy their invitations
2. Hire their planner
3. Hire their event designer and/or caterer
4. Hire their florist
5. Choose their venue

Each of these opportunities provides a specific point in the planning process in which you can introduce your product to your bride to be. Identify the luxury segments you can join and go get some clients.

## *The Last Question: What Percentage of Leads Contact You But Don't Book You?*

The last question of the survey was the most revealing in regards to market price structure. We posed this question to get professional calligraphers thinking about their current pricing strategy. Here is what we found:

- » 19.3% of calligraphers lose 5% of their clients after providing a quote. **If 9.5 of every 10 clients are booking you, it is probably safe to assume you are not charging enough for your product.**
- » 17.3% of calligraphers lose 10% of their clients after providing a quote. **If 9 of every 10 clients are booking you, it is probably safe to assume you are not charging enough for your product.**
- » 3.8% of calligraphers lose 15% of their clients after providing a quote.

At 15% you are probably starting to reach an equilibrium point in your pricing, although several factors besides price affect a customer's decision to make a purchase: customer service, perceived value, and actual price. If 8.5 of every 10 clients are still booking you, it is probably safe to experiment with your pricing and charge a little more for your product. The final decision to purchase your product and the final contract price is a process of negotiation between calligrapher and client. Embrace the process and learn to work smarter, not harder.

Combining everyone losing 15% or less of their clients after providing a quote, we know that **40.4% of respondents appear to be under valuing their art** and have room to experiment with pricing, customer service, and negotiation to increase the perceived value of their product.

Survey results also show that 16% of calligraphers lose 20% of their clients after providing a quote. **We would argue that a rate of 20% of unbooked leads is a safe place to be**, indicating that your customer service and pricing are consistent with what the market will accept without much hesitation 80% of the time.

While a final deal is part of a negotiated process, it is important to realize there is room to improve your profit margins by doing less work for more money.

Reviewing the surveys of the 28% of professional calligraphers who stated they were losing 25% or more of their business to pricing, showed that these calligraphers were actually competitively priced with other calligraphers in their home state. Something else, in combination with pricing, is causing these businesses to lose an excessively high number of clients. A review of business practices may be warranted.

Over half of the professional calligraphers who were surveyed reported that they did not have their own website, Facebook or Instagram accounts. These three platforms are the foundation for a modern day marketing and business plan. In order to inform consumers that your product is available and provide samples, you must have a website and advertise your product.



PLACE CARDS BY CARLA HAGAN

Beginning with your website, it's vital to position yourself online with a strong, professional destination that gives customers the impression you mean business and the motivation to want to engage more with your business. With this in mind, consider these five reasons why having a strong website is important:

### *First Impressions Count*

Let's face it – we live in a world where people Google before they shop, visit online review sites like Yelp before they buy, and “check-in” via Facebook as they go about their days. Because of this, you want your first impression to be the best it can be. Beginning with your website, consumers are passing judgment and making decisions about whether or not they will even contact you. They're likely to dismiss you entirely should they believe your website doesn't reflect the kind of experience and skill your calligraphy should offer.

### *Window Shopping Isn't What It Use to Be*

Strolling down your local Main Street isn't the only way people check out stores and other small businesses nowadays. With routine visits to Yahoo, Bing, Google, Yelp and other online sites, customers are constantly seeking where they plan to make their next purchases. Make sure your business is well represented on these sites by, first and foremost, having a website – but also by being represented among each of the online search engines, review sites and other online spots your business may be considered for customer review. Beyond having your URL address available, also be sure your street address, phone number and email is easily visible. Social media links can't hurt, either, but only include these if you are actually active on social media.



## *No Website Means Losing Business*

By now it's clear that if you don't have a website, you're missing out on opportunities for customers to identify who you are and if they want to spend money with you. This said, if you have a bad website it is better to have no website. While no website equals missed opportunities, a bad website can actually be worse since it literally makes your business look bad. With so many template based websites available nowadays – such as Shopify, Squarespace, and Wix – for you to customize for your unique business, there's truly no excuse for your website to look unprofessional and sloppy. **If you can't proudly promote the website you currently have available for the world to see, take it down. A bad website is far worse than no website** – but let's be clear...both are bad for business.

Whether you are a one man or woman show, your website should appear as if you have a team dedicated exclusively to keeping your online presence strong and noteworthy. The key here is “appear” versus actually having someone updating your website everyday. Having a professional, polished looking website that functions easily and offers customers easy navigation, strong photo images, professional quality content and an overall experience that engages them enough for them to want to do business with you is key.

When we saw how many people believed they were losing over 25% of their leads to pricing, we became intrigued. We reviewed numerous calligraphy websites where participants indicated that they were losing over 25% of their business due to pricing. We found that many were poorly constructed, did not present a professional image, and did a poor job of representing the calligrapher as a professional. **To the clients that will make the luxury purchase of calligraphy, image is everything.** If you do not look professional, do not show a professional product, and do not provide superior customer service, they will quickly look elsewhere.

Some of the issues we immediately noticed with many calligraphy websites include:

- » Websites without photo galleries to highlight the owner's work.
- » Websites that were not mobile responsive. Over 60% of web searches occur on a smart phone or tablet. If your site is not mobile responsive, you have just excluded a majority of your potential clients.
- » Using a splash page with an “enter site” button. This simply adds one more step the consumer has to take to experience your product. If your splash page is not amazing, and immediately captures the readers' attention, eliminate it.
- » Site fonts and colors that are hard to read. Remember the person seeking calligraphy may be the mother of the bride. If the site is not easily readable, they will move on. If we are wearing transitions in our 40s, it's safe to assume the mother of the bride is too.
- » Websites that are slow to load.
- » No Facebook, Instagram or other social page links.
- » No links from Facebook and Instagram to the domain name website.



- » Only one way to contact the site owner through a contact form. No email address or phone numbers listed on the site.
- » Poor navigation requiring the user to have to search for information on how to contact the website owner.
- » Websites which do not picture the artist's best work.
- » Old, dated photos. If your website is not regularly updated, it gives a picture of a company that does not pay attention to detail.
- » Using blog-based templates for the website. Blogs are usually hard to search and the end user will not take the time to find what they are looking for.
- » Relying only on Facebook or Instagram to generate leads.

Business websites must be mobile responsive, easy to read and navigate, and provide an easy way to make a purchase or contact the site owner. You should always include a phone number so that customers can contact you. If you do have a dedicated business phone line, you can always use a [Google Voice](#) account to provide email and messaging services for your business.

*Did you know if you follow up with a lead within 5 minutes,  
you are 9 times more likely to turn them into a client?*

Premier customer service is essential to the business model for a professional calligrapher. The clients who choose to make the luxury purchase of hand calligraphy for their wedding also expect superior customer service. You must be quick to respond to emails and phone calls or you risk having the client go to another artist.

One word of caution: auto-responders are not the same as a personal response. If you want the client, respond quickly and personally.

We have said it many times before: calligraphy is a luxury product for a luxury wedding. Your clients will expect superior customer service and attention to details. The final decision for a client to book you will be based upon your customer service, professionalism, experience, and perceived value of your work, not price alone.

But while we are talking about websites and pricing, **we may suggest removing pricing pages from your site. Offer a minimum order amount or a starting at price, but don't spell everything out.** It makes it too easy for the client to exclude you from their search based on price alone while ignoring the added value of exceptional customer service and experience. Just our humble opinion, but it has worked well since we took down our detailed pricing page. Personal contact has gone a long way to securing final sales.

Provide premier customer service, a quality product, and a great place to view your work and you will increase your chance of securing the luxury client.

# Modern Calligraphers

Twenty-five percent of the participants in the survey classified themselves as “modern calligraphers.” Molly Suber Thorpe in her book [Modern Calligraphy](#) explains that this style of script is for “people who wish to create their own unique, script style using free-form, mix-and-match lettering” that is not intimidating or pretentious, reflecting the modern era.

An analysis of the surveys completed by the 59 professional modern calligraphers revealed the following insights:

- » Average annual income: \$6,276.00
- » Average number of events worked on each year: 1 – 10
- » Advertising: Over 50% of modern calligraphers do not have their own domain name website but do advertise on Facebook, Instagram, and Etsy.

## Average Prices for Modern Calligraphy

Base envelope price	\$2.70	Range: \$2.00 – \$4.00
Address centering	\$.80	Range: \$0.50 – \$1.50 <i>52% do not charge for centering</i>
Additional address lines	\$0.75	Range: \$0.50 – \$1.50 <i>50% do not charge for additional lines</i>
Return address	\$1.50	Range: \$1.00 – \$2.25
Custom Ink Color	\$0.40	Range: \$0.25 – \$0.75
Additional charge for lined envelope	\$1.00	Range: \$0.50 – \$2.00
Inner & outer envelope set (black ink)	\$4.00	Range: \$3.00 – \$7.00
Inner & outer envelope set (gold/metallic ink)	\$4.43	Range: \$2.00 – \$7.25
Place card (black ink)	\$1.45	
Place card (gold ink)	\$1.78	
Escort card (black ink)	\$1.80	
Escort card (gold ink)	\$2.05	
Escort card: envelope & insert card (black ink)	\$2.00	
Escort card: envelope & insert card (gold ink)	\$2.25	
Invitation design	\$275.00	
Reply card design	\$80.00	
Program design	\$130.00	
Menu design	\$110.00	
Seating chart on paper: 100 lines	\$200.00	
Chalkboard seating chart: 100 lines	\$190.00	
Mirror seating chart: 100 lines	\$200.00	
Rush fee	25%	
<b>Average leads lost to current pricing</b>	<b>13%</b>	

## *Hobbyist Calligraphers*

Twenty-five percent of the participants in the survey were classified as “hobbyist calligraphers.” These are the calligraphers who work on fewer than 10 events a year and/or make less than \$210.00 per month providing calligraphy services.

Surveys completed by the hobbyist calligraphers offered the following insights:

- » Average annual income: Less than \$2,500.00
- » Average number of events worked on each year: Fewer than 10
- » Advertising: 45% of hobbyist calligraphers have their own domain name website and have pages on Facebook (46%), Instagram (41%) and Etsy (12%).

### *Average Prices for Hobbyist Calligraphers*

Base envelope price	\$3.00	
Address centering	\$.75	
Additional address lines	\$1.00	
Return address	\$2.25	
Additional charge for lined envelope	\$0.90	
Additional charge for Custom Ink Color	\$0.40	
Inner & outer envelope set (black ink)	\$4.00	Range: \$3.00 – \$7.00
Inner & outer envelope set (gold/metallic ink)	\$4.75	Range: \$2.00 – \$7.25
Place card (black ink)	\$1.50	
Place card (gold ink)	\$2.00	
Escort card (black ink)	\$2.00	
Escort card (gold ink)	\$2.30	
Escort card: envelope & insert card (black ink)	\$2.25	
Escort card: envelope & insert card (gold ink)	\$2.50	
Invitation design	\$246.00	
Menu design	\$150.00	
Reply card design	\$85.00	
Program design	\$160.00	
Seating chart on paper: 100 lines	\$200.00	
Chalkboard seating chart: 100 lines	\$205.00	
Mirror seating chart: 100 lines	\$200.00	
Rush fee	25%	
<b>Average leads lost to current pricing</b>	<b>12%</b>	

## *Professional Calligraphy by the Numbers*

After compiling the results from over 230 surveys, 45% of the participants in the survey were classified as “professional calligraphers.” These artists worked on more than 10 events per year, earning a minimum of \$3,000 per year from their calligraphy business. They were skilled in multiple hands and have been offering calligraphy professionally for over two years.

We received several emails from concerned artists cautious of establishing a national standard or benchmark pricing for calligraphy. Using the argument that a national benchmark would allow less talented and experienced calligraphers to charge more for their work and by proxy, lower the value of the work performed by the experienced artist.

The second major concern of a benchmark relied on the concept that the artist just could not attract a high paying customer due to their location. Their brides simply would not pay a higher price. The converse of this argument is that the wrong market is being targeted. The average bride will not pay for calligraphy. The luxury bride will. Every state and every locale has them. The challenge is finding the right contacts to enter the luxury wedding market.

Analysis of the surveys submitted showed that both of these concerns were not only unfounded, but a reliance on this type of thinking regarding calligraphy pricing has hampered many artists from charging a fair price for their art.

Calligraphy from 22 states is profiled in the pages that follow. In 16 of these states, the average percent of lost leads was below 20%. The analysis of the surveys completed by the 106 professional calligraphers revealed the following insights:



## *Calligraphy in Alabama*

Average annual income	\$13,750	
Average number of events worked on each year	20 – 40	
Number of participants from state	3	
Advertising	Facebook, Instagram, website, The Knot, Etsy	
Advertising budget	Up to \$750	
Set-up fee	\$0.00 / No charge	
Rush fee	20%	
Base envelope price	\$2.33	Range: \$2.00 – \$2.50
Address centering	No charge	
Additional address lines	No charge	
Return address	\$1.50	
Custom Ink Charge	\$0.33	Range: \$0.25 – \$0.50
Additional charge for lined envelope	\$0.50	Range: No charge – \$0.50
Inner & outer envelope set (black ink)	\$3.08	Range: \$2.25 – \$3.50
Inner & outer envelope set (gold/metallic ink)	\$3.83	Range: \$3.25 – \$4.50
Place card (black ink)	\$1.50	
Place card (gold ink)	\$1.75	
Escort card (black ink)	\$1.75	
Escort card (gold ink)	\$2.17	Range: \$1.50 – \$3.00
Escort card: envelope & insert card (black ink)	\$2.00	
Escort card: envelope & insert card (gold ink)	\$2.50	
Invitation design	\$250.00	Range: \$175 – \$325
Menu design	\$37.50	Range: \$25.00 – \$50.00
Reply card design	\$25.00	
Program design	\$62.50	Range: \$50.00 – \$75.00
Seating chart on paper: 100 lines	\$200.00	
Chalkboard seating chart: 100 lines	\$225.00	
Mirror seating chart: 100 lines	\$225.00	
<b>Average leads lost to current pricing</b>	<b>13%</b>	

## Calligraphy in California

Average annual income	\$21,562	
Average number of events worked on each year	21 – 30	
Number of participants from state	12	
Advertising	Facebook, Instagram, Own Website, The Knot	
Advertising budget	Less than \$500	
Rush fee	30%	
Base envelope price	\$3.50	Range: \$2.50 – \$4.00
Address centering	\$1.00	Range: \$0.50 – 1.00
		<i>42% do not charge for centering</i>
Additional address lines	\$0.82	Range: \$ 0.50 – \$1.25
		<i>42% do not charge for additional lines</i>
Return address	\$2.00	Range: \$1.50 – \$3.00
Additional charge for lined envelope	\$1.00	Range: \$0.50 – 1.50
Custom Color Ink per piece	\$0.50	
Inner & outer envelope set (black ink)	\$4.69	Range: \$2.75 – \$5.25
Inner & outer envelope set (gold/metallic ink)	\$5.09	Range: \$3.75 – \$7.00
Place card (black ink)	\$2.00	
Place card (gold ink)	\$2.25	
Escort card (black ink)	\$2.25	
Escort card (gold ink)	\$2.50	
Escort card: envelope & insert card (black ink)	\$2.50	
Escort card: envelope & insert card (gold ink)	\$2.75	
Invitation design	\$200.00	Range: \$75.00 – \$450
Menu design	\$155.00	Range: \$50 – \$375
Reply card design	\$78.00	Range: \$25 – \$150
Program design	\$152.00	Range: \$50 – \$400
Seating chart on paper: 100 lines	\$2350.00	
Chalkboard seating chart: 100 lines	\$250.00	
Mirror seating chart: 100 lines	\$235.00	
<b>Average leads lost to current pricing</b>	<b>12%</b>	

## Calligraphy in Connecticut

*Connecticut pricing is an excellent example of a state where 95% of the clients are agreeing to pricing. This indicates that these professionals are significantly undercharging for their art.*

Average annual income	\$3,750
Average number of events worked on each year	20 – 40
Number of participants from state	2
Advertising	Do not advertise
Rush fee	25%
Base envelope price	\$2.00
Address centering	Do not charge for centering
Additional address lines	Do not charge for additional lines
Return address	\$ 2.00
Additional charge for lined envelope	No charge
Custom Ink Color	\$0.25
Inner & outer envelope set (black ink)	\$2.25
Inner & outer envelope set (gold/metallic ink)	\$2.50
Place card (black ink)	\$1.15
Place card (gold ink)	\$1.35
Escort card (black ink)	\$1.25
Escort card (gold ink)	\$1.50
Escort card: envelope & insert card (black ink)	\$1.25
Escort card: envelope & insert card (gold ink)	\$1.38
Invitation design	Do not Offer
Menu design	Do not Offer
Reply card design	Do not Offer
Program design	Do not Offer
Seating chart on paper: 100 lines	\$225
Chalkboard seating chart: 100 lines	\$225
Mirror seating chart: 100 lines	\$375
<b>Average leads lost to current pricing</b>	<b>5%</b>

## Calligraphy in Florida

*Florida is an excellent example of a state where the artists are losing over 25% of their leads but do not have websites or the website does not meet some or all of the design criteria noted earlier.*

Average annual income	\$11,250	
Average number of events worked on each year	20 – 30	
Number of participants from state	2	
Advertising budget	\$1,000 – \$1,250	
Rush fee	25%	
Base envelope price	\$3.25	Range: \$2.50 – \$4.50
Address centering	\$0.75	
Additional address lines	\$0.50	
Return address	\$2.25	
Additional charge for lined envelope	\$0.88	Range: \$0.50 – \$1.25
Inner & outer envelope set (black ink)	\$4.13	Range: \$3.75 – \$4.50
Inner & outer envelope set (gold/metallic ink)	\$4.38	Range: \$3.75 – \$5.00
Place card (black ink)	\$1.38	Range: \$1.25 – \$1.50
Place card (gold ink)	\$1.50	
Escort card (black ink)	\$1.50	Range: \$1.25 – \$1.75
Escort card (gold ink)	\$1.50	
Escort card: envelope & insert card (black ink)	\$1.88	Range: \$1.75 – \$2.00
Escort card: envelope & insert card (gold ink)	\$1.88	Range: \$1.75 – \$2.00
Invitation design	No Answer	
Menu design	No Answer	
Reply card design	No Answer	
Program design	No Answer	
Seating chart on paper: 100 lines	No Answer	
Chalkboard seating chart: 100 lines	No Answer	
Mirror seating chart: 100 lines	No Answer	
<b>Average leads lost to current pricing</b>	<b>Over 25%</b>	



## Calligraphy in Georgia

Average annual income	\$15,000	
Average number of events worked on each year	20 – 40	
Number of participants from state	2	
Advertising budget	Less than \$250	
Set-up fee	\$25.00	
Rush fee	25%	
Base envelope price	\$2.88	Range: \$2.75 – \$3.00
Address centering	No charge for centering	
Additional address lines	\$0.75	
	<i>50% do not charge for additional lines</i>	
Return address	\$2.00	
Additional charge for lined envelope	\$1.38	Range: \$1.00 – \$1.75
Inner & outer envelope set (black ink)	\$3.75	Range: \$3.00 – \$4.50
Inner & outer envelope set (gold/metallic ink)	\$4.25	Range: \$3.75 – \$4.75
Place card (black ink)	\$2.00	Range: \$1.50 – \$2.50
Place card (gold ink)	\$2.38	Range: \$1.75 – \$3.00
Escort card (black ink)	\$2.25	Range: \$1.50 – \$3.00
Escort card (gold ink)	\$2.63	Range: \$1.75 – \$3.50
Escort card: envelope & insert card (black ink)	\$2.25	Range: \$1.50 – \$3.00
Escort card: envelope & insert card (gold ink)	\$2.63	Range: \$1.75 – \$3.00
Invitation design	\$500.00	
Menu design	\$175.00	
Reply card design	\$75.00	
Program design	\$200.00	
Seating chart on paper: 100 lines	Not Provided	
Chalkboard seating chart: 100 lines	Not Provided	
Mirror seating chart: 100 lines	Not Provided	
<b>Average leads lost to current pricing</b>	<b>18%</b>	

## *Calligraphy in Illinois*

Average annual income	\$13,333	
Average number of events worked on each year	30 – 40	
Number of participants from state	6	
Advertising budget	Up to \$2,000	
Set-up fee	\$33.75	Range: \$25 – \$45
Base envelope price	\$3.10	Range: \$2.50 – \$4.00
Address centering	\$0.75	Range: \$0.50 – \$1.00
		<i>50% do not charge for centering</i>
Additional address lines	\$0.75	Range: \$0.50 – \$1.00
		<i>50% do not charge for additional lines</i>
Return address	\$2.00	Range: \$1.50 – \$2.25
Additional charge for lined envelope	\$0.81	Range: \$0.50 – \$1.00
Inner & outer envelope set (black ink)	\$4.20	Range: \$3.75 – \$5.50
Inner & outer envelope set (gold/metallic ink)	\$4.75	Range: \$4.00 – \$6.00
Place card (black ink)	\$1.75	Range: \$1.00 – \$2.50
Place card (gold ink)	\$1.75	Range: \$1.00 – \$2.50
Escort card (black ink)	\$2.00	Range \$1.00 – \$2.75
Escort card (gold ink)	\$2.00	Range \$1.00 – \$2.75
Escort card: envelope & insert card (black ink)	\$2.00	Range \$1.00 – \$2.75
Escort card: envelope & insert card (gold ink)	\$2.00	Range \$1.00 – \$2.75
Invitation design	\$260.00	Range: \$100 – \$400
Menu design	\$140.00	Range: \$50 – \$300
Reply card design	\$50.00	Range: \$25 – \$50
Program design	\$220.00	Range: \$50 – \$400
Seating chart on paper: 100 lines	\$287.00	
Chalkboard seating chart: 100 lines	\$287.00	
Mirror seating chart: 100 lines	\$287.00	
		<i>Half of participants do not do seating charts, chalkboards or mirrors.</i>
<b>Average leads lost to current pricing</b>	<b>16%</b>	

## *Calligraphy in Indiana*

Average annual income	\$18,750
Average number of events worked on each year	Over 80
Number of participants from state	1
Advertising	Word of mouth
Set-up fee	No Set-up fee
Rush fee	Not Provided
Base envelope price	\$2.75
Address centering	\$0.50
Additional address lines	\$0.50
Return address	\$ 1.50
Additional fee for custom ink	No charge
Additional charge for lined envelope	\$ 0.50
Inner & outer envelope set (black ink)	\$3.50
Inner & outer envelope set (gold/metallic ink)	\$4.25
Place card (black ink)	\$1.25
Place card (gold ink)	\$1.50
Escort card (black ink)	\$1.50
Escort card (gold ink)	\$1.50
Escort card: envelope & insert card (black ink)	\$1.50
Escort card: envelope & insert card (gold ink)	\$1.75
Invitation design	\$200.00
Menu design	\$300.00
Reply card design	\$200.00
Program design	\$200.00
Seating chart on paper: 100 lines	Not Provided
Chalkboard seating chart: 100 lines	Not Provided
Mirror seating chart: 100 lines	Not Provided
<b>Average leads lost to current pricing</b>	<b>5%</b>

## *Calligraphy in Kansas*

Average annual income	\$8,750	
Average number of events worked on each year	10 – 20	
Number of participants from state	2	
Advertising	No Advertising	
Set-up fee	No Set-up fee	
Rush fee	50%	
Base envelope price	\$3.25	Range: \$2.00 – \$4.50
Address centering	\$0.50	
Additional address lines	No charge	
Return address	\$1.67	Range: \$1.00 – 2.25
Additional fee for custom ink	No charge	
Additional charge for lined envelope	\$0.50	Range: No charge – \$0.50
Inner & outer envelope set (black ink)	\$3.50	Range: \$2.00 – \$5.00
Inner & outer envelope set (gold/metallic ink)	\$3.50	Range: \$2.00 – \$5.00
Place card (black ink)	\$1.25	
Place card (gold ink)	\$1.75	
Escort card (black ink)	\$1.75	
Escort card (gold ink)	\$2.00	
Escort card: envelope & insert card (black ink)	\$1.75	
Escort card: envelope & insert card (gold ink)	\$2.00	
Invitation design	\$200.00	
Menu design	\$175.00	
Reply card design	\$100.00	
Program design	\$200.00	
Seating chart on paper: 100 lines	\$100.00	
Chalkboard seating chart: 100 lines	\$100.00	
Mirror seating chart: 100 lines	\$100.00	
<b>Average leads lost to current pricing</b>	<b>10%</b>	

## Calligraphy in Louisiana

Average annual income	\$11,250	
Average number of events worked on each year	30 – 40	
Number of participants from state	3	
Advertising	None reported	
Set-up fee	No Set-up fee	
Rush fee	13%	
Base envelope price	\$2.00	
Address centering	\$0.50	<i>(66% do not charge for centering)</i>
Additional address lines	100%	do not charge for additional lines
Return address	\$1.00	
Additional fee for custom ink	\$0.25	
Additional charge for lined envelope	\$0.50	
Inner & outer envelope set (black ink)	\$2.33	Range: \$2.00 – \$3.00
Inner & outer envelope set (gold/metallic ink)	\$2.58	Range: \$2.25 – \$3.25
Place card (black ink)	\$1.00	
Place card (gold ink)	\$1.00	
Escort card (black ink)	\$1.25	
Escort card (gold ink)	\$1.50	
Escort card: envelope & insert card (black ink)	\$1.25	
Escort card: envelope & insert card (gold ink)	\$1.50	
Invitation design	\$150.00	
Menu design	\$75.00	
Reply card design	\$50.00	
Program design	\$62.50	
Seating chart on paper: 100 lines	Not Provided	
Chalkboard seating chart: 100 lines	Not Provided	
Mirror seating chart: 100 lines	Not Provided	
<b>Average leads lost to current pricing</b>	<b>5%</b>	



## *Calligraphy in Maine*

Average annual income	\$15,000	
Average number of events worked on each year	20 – 40	
Number of participants from state	2	
Advertising budget	less than \$2,000	
Set-up fee	No charge	
Rush fee	25%	
Base envelope price	\$3.00	
Address centering	\$1.00	
	<i>50% do not charge for centering</i>	
Additional address lines	\$1.00	
	<i>50% do not charge for additional lines</i>	
Return address	\$2.00	
Additional fee for custom ink	\$0.25	
Additional charge for lined envelope	\$1.00	
Inner & outer envelope set (black ink)	\$4.25	Range: \$4.00 – \$4.50
Inner & outer envelope set (gold/metallic ink)	\$4.63	Range: \$4.25 – \$5.00
Place card (black ink)	\$2.00	
Place card (gold ink)	\$2.00	
Escort card (black ink)	\$2.25	
Escort card (gold ink)	\$2.25	
Escort card: envelope & insert card (black ink)	\$2.25	
Escort card: envelope & insert card (gold ink)	\$2.50	
Invitation design	\$362.50	Range: \$200 – \$500
Menu design	\$287.00	Range: \$275 – \$300
Reply card design	\$212.50	Range: \$200 – \$225
Program design	\$287.50	Range: \$200 – \$375
Seating chart on paper: 100 lines	\$425.00	
Chalkboard seating chart: 100 lines	\$425.00	
Mirror seating chart: 100 lines	\$450.00	
<b>Average leads lost to current pricing</b>	<b>15%</b>	

## *Calligraphy in Maryland*

Average annual income	\$17,500	
Average number of events worked on each year	30 – 40	
Number of participants from state	3	
Advertising budget	Less than \$1,000	
Set-up fee	\$25.00	
Rush fee	33%	
Base envelope price	\$3.33	Range: \$2.75 – \$3.75
Address centering	\$0.75	Range: \$0.50 – \$1.00
		<i>33% do not charge for centering</i>
Additional address lines	\$1.25	
		<i>66% do not charge for additional lines</i>
Return address	\$2.42	Range: \$2.25 – \$2.50
Additional fee for custom ink	\$0.50	Range: \$0.25 – \$0.75
Additional charge for lined envelope	\$0.67	Range: \$0.50 – \$1.00
Inner & outer envelope set (black ink)	\$4.67	Range: \$3.25 – \$5.50
Inner & outer envelope set (gold/metallic ink)	\$4.83	Range: \$3.50 – \$5.50
Place card (black ink)	\$1.75	
Place card (gold ink)	\$2.00	
Escort card (black ink)	\$2.00	
Escort card (gold ink)	\$2.50	
Escort card: envelope & insert card (black ink)	\$2.25	
Escort card: envelope & insert card (gold ink)	\$2.50	
Invitation design	\$308.00	Range: \$175 – \$500
Menu design	\$141.00	Range: \$75 – \$175
Reply card design	\$83.00	Range: \$25 – \$175
Program design	\$183.00	Range: \$100 – \$250
Seating chart on paper: 100 lines	\$216.00	Range: \$100 – \$300
Chalkboard seating chart: 100 lines	\$175.00	Range: \$100 – \$250
Mirror seating chart: 100 lines	\$175.00	Range: \$100 – \$250
<b>Average leads lost to current pricing</b>	<b>15%</b>	

## *Calligraphy in Michigan*

Average annual income	\$8,250	
Average number of events worked on each year	10 – 20	
Number of participants from state	5	
Advertising budget	Less than \$750	
Set-up fee	Do not charge	
Rush fee	13%	
Base envelope price	\$2.80	Range: \$2.50 – \$3.00
Address centering	No charge	
Additional address lines	\$0.50	
Return address	\$2.17	Range: \$1.50 – \$2.50
Additional fee for custom ink	\$0.25	
Additional charge for lined envelope	\$0.50	
Inner & outer envelope set (black ink)	\$3.90	Range: \$3.25 – \$4.25
Inner & outer envelope set (gold/metallic ink)	\$4.15	Range: \$3.50 – \$5.00
Place card (black ink)	\$1.20	Range: \$1.00 – 1.75
Place card (gold ink)	\$1.44	Range: \$1.00 – \$2.25
Escort card (black ink)	\$1.55	Range: \$1.00 – \$2.75
Escort card (gold ink)	\$1.70	Range: \$1.25 – \$2.75
Escort card: envelope & insert card (black ink)	\$1.56	Range: \$1.00 – \$2.75
Escort card: envelope & insert card (gold ink)	\$1.69	Range: \$1.25 – \$2.75
Invitation design	\$200.00	
Menu design	\$75.00	
Reply card design	\$50.00	
Program design	\$75.00	
Seating chart on paper: 100 lines	\$265.00	
Chalkboard seating chart: 100 lines	\$265.00	
Mirror seating chart: 100 lines	\$265.00	
<b>Average leads lost to current pricing</b>	<b>Over 25%</b>	

## *Calligraphy in Montana*

Average annual income	\$17,500	
Average number of events worked on each year	11 – 20	
Number of participants from state	2	
Advertising budget	Less than \$100	
Set-up fee	\$50	
Rush fee	10%	
Base envelope price	\$3.00	Range: \$2.00 – \$4.00
Address centering	\$0.50	
		<i>50% do not charge for centering</i>
Additional address lines	\$1.25	
Return address	\$2.37	Range: \$2.25 – \$2.50
Additional fee for custom ink	\$0.50	Range: \$0.25 – \$0.75
Additional charge for lined envelope	\$0.62	Range: \$0.50 – \$0.75
Inner & outer envelope set (black ink)	\$4.25	Range: \$3.50 – \$5.00
Inner & outer envelope set (gold/metallic ink)	\$6.00	
Place card (black ink)	\$1.50	Range: \$1.25 – \$1.75
Place card (gold ink)	\$1.63	Range: \$1.25 – \$2.00
Escort card (black ink)	\$1.75	Range: \$1.50 – \$2.00
Escort card (gold ink)	\$2.00	Range: \$1.75 – \$2.25
Escort card: envelope & insert card (black ink)	\$1.75	
Escort card: envelope & insert card (gold ink)	\$2.00	
Invitation design	\$275.00	
Menu design	\$225.00	
Reply card design	\$150.00	
Program design	\$250.00	
Seating chart on paper: 100 lines	\$425.00	
Chalkboard seating chart: 100 lines	\$375.00	
Mirror seating chart: 100 lines	\$375.00	
<b>Average leads lost to current pricing</b>	<b>15%</b>	

## Calligraphy in North Carolina

*The participants in North Carolina did not have websites, and did not advertise outside of Etsy and Facebook.*

Average annual income	\$500	
Average number of events worked on each year	10 – 20	
Number of participants from state	2	
Advertising budget	None	
Set-up fee	\$25.00	
Rush fee	15%	
Base envelope price	\$3.00	
Address centering	\$0.50	
Additional address lines	No charge	
Return address	\$2.00	
Additional fee for custom ink	\$0.38	
Additional charge for lined envelope	\$0.75	
Inner & outer envelope set (black ink)	\$3.38	
Inner & outer envelope set (gold/metallic ink)	\$4.00	
Place card (black ink)	\$2.00	Range: \$1.00 – \$3.00
Place card (gold ink)	\$2.00	Range: \$1.00 – \$3.00
Escort card (black ink)	\$2.00	Range: \$1.00 – \$3.00
Escort card (gold ink)	\$2.00	Range: \$1.00 – \$3.00
Escort card: envelope & insert card (black ink)	\$2.00	Range: \$1.00 – \$3.00
Escort card: envelope & insert card (gold ink)	\$2.00	Range: \$1.00 – \$3.00
Invitation design	\$275.00	
Menu design	\$216.00	
Reply card design	\$187.00	
Program design	\$125.00	
Seating chart on paper: 100 lines	\$200.00	
Chalkboard seating chart: 100 lines	\$100.00	
Mirror seating chart: 100 lines	\$100.00	
<b>Average leads lost to current pricing</b>	<b>18%</b>	



## *Calligraphy in New Jersey*

Average annual income	\$22,500	
Average number of events worked on each year	20 – 40	
Number of participants from state	2	
Advertising budget	Less than \$750	
Set-up fee	No charge	
Rush fee	40%	
Base envelope price	\$3.50	Range: \$3.00 – \$4.00
Address centering	\$0.50	
		<i>50% do not charge for centering</i>
Additional address lines	\$1.50	
		<i>50% do not charge for additional lines</i>
Return address	\$ 2.25	Range: \$2.00 – \$2.50
Additional fee for custom ink	\$0.38	Range: \$0.25 – \$0.50
Additional charge for lined envelope	\$0.50	
		<i>50% do not charge</i>
Inner & outer envelope set (black ink)	\$4.63	Range: \$4.00 – \$5.25
Inner & outer envelope set (gold/metallic ink)	\$5.50	Range: \$4.75 – \$6.25
Place card (black ink)	\$1.75	Range \$1.50 –2.00
Place card (gold ink)	\$2.25	
Escort card (black ink)	\$2.75	
Escort card (gold ink)	\$2.75	
Escort card: envelope & insert card (black ink)	\$2.75	
Escort card: envelope & insert card (gold ink)	\$3.25	
Invitation design	\$325.00	
Menu design	\$87.50	
Reply card design	\$50.00	
Program design	\$75.00	
Seating chart on paper: 100 lines	\$300.00	
Chalkboard seating chart: 100 lines	\$312.00	
Mirror seating chart: 100 lines	\$350.00	
<b>Average leads lost to current pricing</b>	<b>18%</b>	

## *Calligraphy in New York*

Average annual income	\$32,350	
Average number of events worked on each year	40 –60	
Number of participants from state	8	
Advertising budget	Less than \$250	
Set-up fee	No charge	
Rush fee	40%	
Base envelope price	\$4.10	Range: \$3.00 – \$4.50
Address centering	\$1.00	Range: \$0.50 – \$1.50
		<i>62% do not charge for centering</i>
Additional address lines	\$1.50	
		<i>62% do not charge for additional lines</i>
Return address	\$2.15	Range: \$1.50 – \$3.00
Additional fee for custom ink	\$0.65	Range: \$0.50 – 0.75
Additional charge for lined envelope	\$1.25	Range: \$1.00 – \$2.00
Inner & outer envelope set (black ink)	\$5.65	Range: \$4.25 – \$7.00
Inner & outer envelope set (gold/metallic ink)	\$6.60	Range: \$4.25 – \$8.00
Place card (black ink)	\$2.00	Range: \$1.50 – \$2.50
Place card (gold ink)	\$2.40	Range: \$2.00 – \$3.50
Escort card (black ink)	\$2.50	Range: \$1.25 – \$4.00
Escort card (gold ink)	\$2.85	Range: \$1.25 – \$4.00
Escort card: envelope & insert card (black ink)	\$2.75	
Escort card: envelope & insert card (gold ink)	\$3.10	
Invitation design	\$360.00	Range: \$150 – \$700
Menu design	\$170.00	Range: \$75 – \$250
Reply card design	\$181.00	Range: \$75 – \$300
Program design	\$195.00	Range: \$75 – \$400
Seating chart on paper: 100 lines	\$420.00	
Chalkboard seating chart: 100 lines	\$368.00	
Mirror seating chart: 100 lines	\$440.00	
<b>Average leads lost to current pricing</b>	<b>11%</b>	

## *Calligraphy in Oregon*

Average annual income	\$6,250
Average number of events worked on each year	10 – 20
Number of participants from state	1
Advertising budget	Up to \$1,500
Advertising	No information available.
Set-up fee	No charge
Rush fee	30%
Base envelope price	\$3.75
Address centering	No charge
Additional address lines	\$1.25
Return address	\$2.50
Additional fee for custom ink	No charge
Additional charge for lined envelope	No charge
Inner & outer envelope set (black ink)	\$5.25
Inner & outer envelope set (gold/metallic ink)	\$6.00
Place card (black ink)	\$4.00
Place card (gold ink)	\$4.00
Escort card (black ink)	Not Provided
Escort card (gold ink)	Not Provided
Escort card: envelope & insert card (black ink)	Not Provided
Escort card: envelope & insert card (gold ink)	Not Provided
Invitation design	Not Provided
Menu design	Not Provided
Reply card design	Not Provided
Program design	Not Provided
Seating chart on paper: 100 lines	Not Provided
Chalkboard seating chart: 100 lines	Not Provided
Mirror seating chart: 100 lines	Not Provided
<b>Average leads lost to current pricing</b>	<b>Over 25%</b>

## Calligraphy in Pennsylvania

All five calligraphers in this state reported losing over 25% of their leads due to pricing. Each reported having a website and the usual 50% have Facebook and Instagram pages. Why there is such a high lose rate is not immediately apparent.

Average annual income	\$5,833	
Average number of events worked on each year	21 – 30	
Number of participants from state	5	
Advertising budget	Less than \$750	
Set-up fee	No set-up fees charged	
Rush fee	23%	
Base envelope price	\$2.83	Range: \$2.50 – \$3.00
Address centering	\$1.17	Range: \$0.50 – \$1.50
		<i>50% do not charge for centering</i>
Additional address lines	\$1.00	<i>50% do not charge for additional lines</i>
Return address	\$2.17	Range: \$1.50 – \$2.50
Additional fee for custom ink	\$0.35	Range: \$0.25 – \$0.50
Additional charge for lined envelope	\$0.88	Range: \$0.50 – \$1.00
Inner & outer envelope set (black ink)	\$4.05	Range: \$3.25 – \$4.75
Inner & outer envelope set (gold/metallic ink)	\$4.50	Range: \$3.75 – \$5.50
Place card (black ink)	\$1.38	Range: \$1.25 – \$1.50
Place card (gold ink)	\$1.75	Range: \$1.25 – \$1.75
Escort card (black ink)	\$1.55	Range: \$1.25 – \$1.75
Escort card (gold ink)	\$1.88	Range: \$1.75 – \$2.25
Escort card: envelope & insert card (black ink)	\$2.00	Range: \$1.75 – \$2.50
Escort card: envelope & insert card (gold ink)	\$2.83	Range: \$2.00 – \$3.50
Invitation design	\$300.00	
Menu design	\$137.00	
Reply card design	\$50.00	
Program design	\$187.00	
Seating chart on paper: 100 lines	Not Provided	
Chalkboard seating chart: 100 lines	Not Provided	
Mirror seating chart: 100 lines	Not Provided	
<b>Average leads lost to current pricing</b>	<b>Over 25%</b>	

## *Calligraphy in Tennessee*

Average annual income	\$7,900	
Average number of events worked on each year	1 – 10	
Number of participants from state	3	
Advertising budget	Less than \$1,000	
Set-up fee	No set-up fee charged	
Rush fee	27%	Range: 10%-50%
Base envelope price	\$2.67	Range: \$2.00 – \$4.00
Address centering	\$0.50	
	<i>66% do not charge for centering</i>	
Additional address lines	No charge for additional lines	
Return address	\$1.00	
Additional fee for custom ink	\$0.25	
Additional charge for lined envelope	\$0.50	
Inner & outer envelope set (black ink)	\$2.92	Range: \$2.25 – \$4.00
Inner & outer envelope set (gold/metallic ink)	\$3.17	Range: \$2.50 – \$4.00
Place card (black ink)	\$1.33	Range \$1.00 – \$2.00
Place card (gold ink)	\$1.67	Range: \$1.25 – \$2.25
Escort card (black ink)	\$1.75	Range: \$1.00 – \$3.00
Escort card (gold ink)	\$2.10	Range: \$1.25-3.50
Escort card: envelope & insert card (black ink)	\$2.10	Range: \$1.00 – \$3.25
Escort card: envelope & insert card (gold ink)	\$2.33	Range: \$1.25 – \$3.50
Invitation design	\$275.00	Range: \$200 – \$350
Menu design	\$125.00	Range: \$25.00 –250.00
Reply card design	\$25.00	
Program design	\$92.00	Range: \$25.00 – \$200.00
Seating chart on paper: 100 lines	\$210.00	Range: \$75.00 – \$400
Chalkboard seating chart: 100 lines	\$183.00	Range: \$25.00 – \$400
Mirror seating chart: 100 lines	\$300.00	Range: \$200 – \$400
<b>Average leads lost to current pricing</b>	<b>15%</b>	



## *Calligraphy in Texas*

Average annual income	\$13,250	
Average number of events worked on each year	20 –40	
Number of participants from state	10	
Advertising budget	Up to \$1,000	
Set-up fee	\$35	
Rush fee	30%	
Base envelope price	\$3.35	Range: \$2.00 – \$4.25
Address centering	\$1.00	Range: \$0.50 – \$1.00
		<i>60% do not charge for centering</i>
Additional address lines	\$.75	Range: \$0.50 – \$1.25
		<i>50% do not charge for additional lines</i>
Return address	\$ 2.25	Range: \$1.50 – \$3.00
Additional fee for custom ink	\$ 0.50	Range: \$0.25 – \$0.75
Additional charge for lined envelope	\$ 1.25	Range: \$0.50 – \$2.50
Inner & outer envelope set (black ink)	\$ 4.30	Range: \$ 2.00 – \$6.00
Inner & outer envelope set (gold/metallic ink)	\$ 5.20	Range: \$ 2.25 – \$8.00
Place card (black ink)	\$1.50	Range \$1.00 – \$2.00
Place card (gold ink)	\$2.00	Range \$1.25 – \$2.75
Escort card (black ink)	\$2.25	Range: \$1.00 – \$4.00
Escort card (gold ink)	\$2.65	Range: \$1.25 – \$4.00
Escort card: envelope & insert card (black ink)	\$2.35	Range: \$1.50 – \$4.00
Escort card: envelope & insert card (gold ink)	\$2.60	Range: \$1.75 – \$3.50
Invitation design	\$337.50	Range: \$200.00 – \$600.00
Menu design	\$161.00	Range: \$75.00 – \$300.00
Reply card design	\$121.00	Range: \$75.00 – \$200.00
Program design	\$168.00	Range: \$75.00 – \$400.00
Seating chart on paper: 100 lines	\$287.00	Range: \$200.00 – \$400.00
Chalkboard seating chart: 100 lines	\$245.00	Range: \$200.00 – \$300.00
Mirror seating chart: 100 lines	\$275.00	Range: \$225.00 – \$300.00
<b>Average leads lost to current pricing</b>	<b>11%</b>	

## *Calligraphy in Virginia*

Average annual income	\$8,500
Average number of events worked on each year	20 – 40
Number of participants from state	1
Advertising budget	Less than \$250
Set-up fee	\$25.00
Rush fee	50%
Base envelope price	\$3.00
Address centering	Do not charge for centering
Additional address lines	\$1.00
Return address	Do not offer
Additional fee for custom ink	No charge
Additional charge for lined envelope	\$2.00
Inner & outer envelope set (black ink)	\$4.00
Inner & outer envelope set (gold/metallic ink)	\$4.50
Place card (black ink)	\$2.00
Place card (gold ink)	\$2.00
Escort card (black ink)	\$2.00
Escort card (gold ink)	\$2.00
Escort card: envelope & insert card (black ink)	\$3.00
Escort card: envelope & insert card (gold ink)	\$3.00
Invitation design	\$250.00
Menu design	\$250.00
Reply card design	\$100.00
Program design	\$250.00
Seating chart on paper: 100 lines	\$500.00
Chalkboard seating chart: 100 lines	\$500.00
Mirror seating chart: 100 lines	\$500.00
<b>Average leads lost to current pricing</b>	<b>20%</b>

## *Calligraphy in Washington*

Average annual income	\$3,750	
Average number of events worked on each year	10 – 20	
Number of participants from state	2	
Advertising budget	Does not advertise	
Set-up fee	\$25.00	
Rush fee	20%	
Base envelope price	\$2.88	Range: \$2.75 – \$3.00
Address centering	\$0.50	<i>50% do not charge for centering</i>
Additional address lines	\$0.50	<i>50% do not charge for additional lines</i>
Return address	Not provided	
Additional fee for custom ink	\$0.50	
Additional charge for lined envelope	\$0.50	
Inner & outer envelope set (black ink)	\$4.63	Range: \$4.25 – \$5.00
Inner & outer envelope set (gold/metallic ink)	\$5.13	Range: \$4.25 – \$6.00
Place card (black ink)	\$1.75	
Place card (gold ink)	\$2.00	
Escort card (black ink)	\$1.75	
Escort card (gold ink)	\$2.50	
Escort card: envelope & insert card (black ink)	\$1.75	
Escort card: envelope & insert card (gold ink)	\$2.50	
Invitation design	\$225.00	Range: \$150 – \$300
Menu design	\$75.00	
Reply card design	\$62.50	Range: \$50 – \$75
Program design	\$150.00	
Seating chart on paper: 100 lines	\$175.00	
Chalkboard seating chart: 100 lines	Not Provided	
Mirror seating chart: 100 lines	Not Provided	
<b>Average leads lost to current pricing</b>	<b>20%</b>	

# Calligraphers Offering Nationwide Service

The category of calligraphers offering nationwide service was the most difficult to classify. There were many participants who stated they provided nationwide service, but did not have a website, Facebook, Instagram, and reported annual income that was less than a living wage.

Participants who met the nationwide criteria were not included in the individual state summaries. The presence of these calligraphers so drastically skewed the individual state results that misleading numbers were being generated. This is illustrated in states where average income would jump from \$8,500.00 to \$55,000 due to their inclusion. Therefore, if a participant met the below litmus test, their survey results were categorized separately under the national category.

The participants who were included in the Nationwide category met all of the following criteria:

1. Annual income: Reported in excess of \$25,000.
2. Working hours: 20+ hours/week
3. Number of events: 40+ per year
4. Advertising budget: Unique domain website, Facebook, and Instagram galleries
5. Publicity: Calligrapher was published in a variety of magazines and blogs
6. Online presence: Had no website issues which would detract from successfully marketing their product.

## Average Pricing for Calligraphers Offering Nationwide Service

Average annual income	\$72,000	
Average number of events worked on each year	Over 80	
Number of Participants from Country	21	
Advertising budget	Up to \$3,000	
Set-up fee	\$40.00	Range: 25.00 – 50.00
Rush fee	40%	
Base envelope price	\$4.30	Range: \$3.00 – \$7.00
Address centering	\$1.00	Range: \$0.50 – \$1.50 <i>80% do not charge for centering</i>
Additional address lines	\$1.00	Range: \$0.50 – 1.50 <i>62% do not charge for additional lines</i>
Return address	\$ 2.10	Range: \$1.00 – \$2.50
Additional fee for custom ink	\$ 0.50	Range: \$0.25 – \$0.75
Additional charge for lined envelope	\$ 1.00	Range: \$0.50 – 2.50 <i>50% do not charge for a lined envelope</i>

Inner & outer envelope set (black ink)	\$5.78	Range: \$3.25 – \$8.00
Inner & outer envelope set (gold/metallic ink)	\$6.31	Range: \$3.50 – \$8.00
Place card (black ink)	\$2.12	Range: \$1.00 – \$4.00
Place card (gold ink)	\$2.43	Range: \$1.00 – \$4.00
Escort card (black ink)	\$2.65	Range: \$1.00 – \$4.00
Escort card (gold ink)	\$2.86	Range: \$1.00 – \$4.00
Escort card: envelope & insert card (black ink)	\$2.69	Range: \$1.00 – \$4.00
Escort card: envelope & insert card (gold ink)	\$2.87	Range: \$1.00 – \$4.00
Invitation design	\$416.00	Range: \$150.00 – \$700.00
Menu design	\$237.00	Range: \$100.00 – \$400.00
Reply card design	\$190.00	Range: \$50.00 – \$400.00
Program design	\$256.00	Range: \$125.00 – \$400.00
Seating chart on paper: 100 lines	\$400.00	Range: \$200.00 – \$700.00
Chalkboard seating chart: 100 lines	\$400.00	Range: \$200.00 – \$700.00
Mirror seating chart: 100 lines	\$400.00	Range: \$200.00 – \$700.00
<b>Average leads lost to current pricing</b>	<b>10.79%</b>	



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## *A Final Word*

We would like to thank everyone for their support of this project and look forward to continuing this project into the future. We hope that participation in this survey has given you reason to pause and think about your business and its practice. Thoughtful reflection can lead to future success and increased profitability.

*Good luck & thank you.*

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## *About The Author*

Carla Hagan is a calligrapher, engraver, and teacher with over twelve years experience as a professional calligrapher. Her calligraphy has been featured in *Brides Magazine*, *Palm Beach Illustrated*, *Weddings Illustrated*, and numerous online publications. Carla's calligraphy education began with a gift of a calligraphy set from her grandmother which led to a lifelong love for the art of calligraphy and hand lettering.

Carla is the mother of four and enjoys life with them in Palm Beach, Florida.

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