



ROLF Artist Consulting, RAC

April 2024

RAC Pricing Packet

Developed and Designed by
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April 1, 2024



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What is this?

The RAC Pricing Packet is the guide for learning all the pricing structure for all the RAC products, services, and consulting options available to potential clients.

PLEASE NOTE:

This Pricing Packet is updated monthly. For all the latest updates check the RAC website or contact RAC directly:

rolfartistconsulting@gmail.com



How to use this Packet

The RAC Pricing Packet allows potential clients to determine what exactly they want to invest in, determine a budget before committing to a RAC contract, and understanding all the products, services, and consulting options available.

This is also a great tool to help you forecast your budgets for your organization, company, school, or artist guild, if you want to add RAC to your upcoming fiscal year projections.



What Does RAC Offer?

- Products
- Services
- Individual Consulting
- Group Consulting



Before you advance,
think about these questions:

How important is my art career?

Am I willing to invest in my art career?

Is my art practice a hobby or a lifestyle?



Understanding Pricing (A)

The RAC Client Structure - 4 Tiers

Tier 1 RAC Client: FREE

Visits RAC Website and Watches RAC Videos.

Tier 2 RAC Client: Purchases RAC Products

Follows Tier 1 behavior and also buys RAC Products.

Tier 3 RAC Client: Single Month RAC Contract

This Client is attempting to leverage existing art career goals and needs RAC Individual Consulting to go to the next level.

Tier 4 RAC Client: Three Month RAC Contract

Tier 4 Clients are ready to get shit done!

They have the support of family and friends, agreed to the terms of the three-month RAC Contract, and are prepared to put in the work that Rolf will ask of them.



Understanding Pricing (B)

RAC Group Consulting

RAC Bootcamp

Intensive 1 or 2 Day bootcamps for developing and deploying a RAC service or services to a group.

RAC Speaker Series

For 1 hour, RAC Founder, Rolf Anthony Young, will speak to a group, organization, school, or company about RAC and what it offers. A Q & A follows the presentation.

RAC Speaker Series also includes motivational speaking to get your group, organization, or company motivated to meet deadlines and accomplish goals together.

Pricing (A) – 4/1/24

RAC Products

RAC Audio Recordings

I fully believe in telling stories that will elevate your thinking, encourage growth, and ultimately generate more compassion in the world. My RAC Audio Recordings are an in-depth reveal of experiences in my life that I wish to share. These audio recordings provide a create opportunity to learn more about me that you might not have thought of.

Instructional Workbooks

This is great way for clients to purchase a RAC product without committing to a contract. These instructional workbooks provide a complete instruction on a variety of applications that artists need. The goal with instructional workbooks is to provide information to the client on how to accomplish a specific goal without having to search the internet FOREVER. With the deep experience of RAC Founder, Rolf, the instructional workbooks are available as an PDF download directly from the RAC Website.

Pricing (A) – 4/1/24

RAC Products

RAC Audio Recordings:

“RAC Audio Recording 01 - Encouragement”

Price: \$4.99

“RAC Audio Recording 02 – Things Fall Apart: Part 1”

Price: \$4.99

“RAC Audio Recording 03 – Things Fall Apart: Part 2”

Price: \$4.99

“The Computer Made Me Do It!”

Price: \$19.99

RAC

ROLF Artist Consulting

Pricing (A) – 4/1/24

RAC Products

Available Instructional Workbooks:

***“How to apply for the
SC Arts Commission’s Emerging Artist Grant”***

Price: \$19.99

“You Can’t F#ck This Up”

Learn to Create Your Own Abstract Work of Art

Price: \$19.99

“Get Your Art Out There!”

Your Guide to Exhibiting Your Art

Price: \$19.99

“Yes Dorothy, You Too Can Vend”

A Guide to Starting Your Own Vending Experience

Price: \$19.99

Pricing (A) – 4/1/24

RAC Products

Available Instructional Workbooks:

“Intro to Fashion Design”

Your Guide to Sketching Your Designs Y’all!

Price: \$19.99

RAC

ROLF Artist Consulting

Pricing (A) – 4/1/24

RAC Products

Instructional Workbooks in Development:

“I started my own business! Just don’t tell my Boss”

Available September 2024 / Estimated Price: \$19.99

“Artist Business Management”

Available November 2024 / Estimated Price: \$29.99

RAC Individual Consulting

This is the heartbeat of RAC. Directly supporting individual artists, small business owners, or educators who need to meet weekly, to discuss their professional goals and how to accomplish them. The RAC Individual Consulting Contract is designed for a month of support through intense one-on-one meetings and assisting the client in development, deployment and independence of current career objectives. The goal with individual consulting is to achieve success for a client who is working on existing career goals and needs support in taking those goals to the next level.

Consider This:

Individual Consulting works best for potential clients who have established art career objectives and goals and are **NOT** looking to add new RAC services to their workflow.

Contract Includes:

One month of weekly or bi-weekly meetings, with research, development, deployment and support of existing goals with intent to achieve greater success.

Estimated Price: \$2000 - \$4000

Tier 4 Client – Full Package (A)

A Tier 4 Client, is one that has completed and submitted the RAC Survey, met with RAC Founder, Rolf, finalized a RAC Curriculum, and is now ready to commit to a Full Package Contract with RAC. The potential client is ready to commit to a three-month process that will take what little information they know, and see their goals fully realized within 90 days. A client who commits to a 90-day contract receives RAC's full support in all the services the client needs. By using the approved curriculum, the client and Rolf have a roadmap to follow which will allow for their ideas to fully develop.

It is **HIGHLY** recommended that clients who desire in becoming Tier 4 Clients, have a thorough understanding of the finalized curriculum, spent time with the Rolf discussing their career goals and understand what is expected of them, reviewed material on the RAC website, and have spoken to family and friends about this opportunity. Remember, this is an investment into your art career.

This is **NOT** for those who practice art as a hobby. Or, for those who don't consider their art practice a priority in their lives. You need to be committed to your art to take advantage of service. Ideally, the Tier 4 Client is a working professional artist, who spends about 20-40 hours on their art practice per week.

Pricing (D) – 4/1/24

Tier 4 Client – Full Package (B)

Tier 4 Client Contract Includes:

- Weekly and/or Bi-Weekly Coaching Calls.
- Full development of all identified RAC Services for the client.
- Full deployment of services that allows for instruction to move to application, then to full understanding, and then finally independence.
- The Tier 4 Client will be able to use the service(s) on their own and feel confident in how to manage the service(s) post contract.

Support

Along with Coaching Calls, RAC provides support services for the duration of the contract to help the client with all obstacles while learning something new.

WTF Moments

Happens to all of us! RAC is here to help. With a Full Package Contract, you can trust RAC is help you through difficult challenges and come out alive! We will figure this out together.

Estimated Price: \$7000 - \$10,000

RAC Group Consulting (A)

This is wonderful way to reduce cost and allow RAC to fully develop specific services for a group of clients in one day or two. RAC Group Consulting is identified by two options:

RAC Bootcamp / RAC Speaker Series

RAC Bootcamp

This is the most intense service RAC offers. For a day or two, RAC Founder, Rolf, will meet with your company, organization, or artist guild, to fully develop a service or services for everyone involved. Everyone in attendance will be able to fully understand the service(s), deploy it successfully, and manage that service(s).

Contract Includes:

A day or two of instruction on how to use the service(s), apply the service(s) to applications needed, and finally manage those service(s) independently. The contract does **NOT** include travel expenses or accommodations if the destination is outside of South Carolina. Price will be adjusted for travel.

Estimated Price for 1 Day: \$8000 - \$10,000

Estimated Price for 2 Days: \$15,000 - \$20,000

Pricing (F) – 4/1/24

RAC Group Consulting (B)

RAC Speaker Series

Need a dynamic guest speaker to help motivate your school, organization, or company? Curious to learn how RAC can support your business's growth and development? Need to know about specific services RAC offers that will help your artist guild? Hire RAC Founder, Rolf Anthony Young, for an hour of enlightenment that will change the lives of all who attend.

Contract Includes:

Speaking engagement for (1) Hour. The contract does **NOT** include travel expenses or accommodations if that destination is outside of South Carolina. Price will be adjusted for travel.

Estimated Price: 1 Hour \$500 - \$1000



The RAC Pledge

My goal is to help artists, creatives, educators and small business owners reach their professional goals. As an artist, I have struggled to learn how to do so many things, that ultimately, I lost time that could have been spent in more productive ways; like in my art studio!

I close with this:

Your art is a manifestation of who you are to the world. Don't let your inabilities to communicate your vision be hindered by a lack of knowledge or inexperience. Let me help you!

*- Rolf Anthony Young
April 1, 2024*