Diaries are written in a vulnerable, private state. They are not meant to be read by others, yet by their own nature beg to be invaded. What happens, then, when these journals are put on display with a monetary value printed underneath? What does this clashing of inner thoughts and feelings with commercial interests and market values produce? My conceptual art piece deals with these issues in a controlled presentation of visual and written information. Internal and external characteristics of ten subjects are explored through different modes of representation, including photographic portraiture, diaries as objects, anonymous excerpts, and self-proclaimed prices representing personal worth.