

CREATE • LOVE WHAT YOU DO • SHARE YOUR GIFT

# SELL YOUR ART 101



The most important thing you can do for your Art Business is to Make Art You Love that you feel good about.

## STEP ONE: START YOUR EMAIL LIST

**1.**

Don't underestimate how much you will need an Email List in your near future.

Start building your list now so that once your art practice is thriving, you have people you can share it with, and invite to your events.

**2.**

Open up a new document on your computer and start by putting all your friends and family members email here, who love and support you.

Next add any business contacts who are supportive or might be interested in your art.

**3.**

Send out a quick email to everyone saying something like: "I'm building my Art business & since you've been so supportive, I'm wondering if it's okay to email you occasionally with my new work and art events? Let me know, I really appreciate your support, and I'd love to hear from you."

**4.**

When you're ready, set up a free account in [Mailchimp.com](https://mailchimp.com) and use one of their templates to create a simple email that you can send out once a quarter (or even better once a month), to let people know about your new paintings.

**5.**

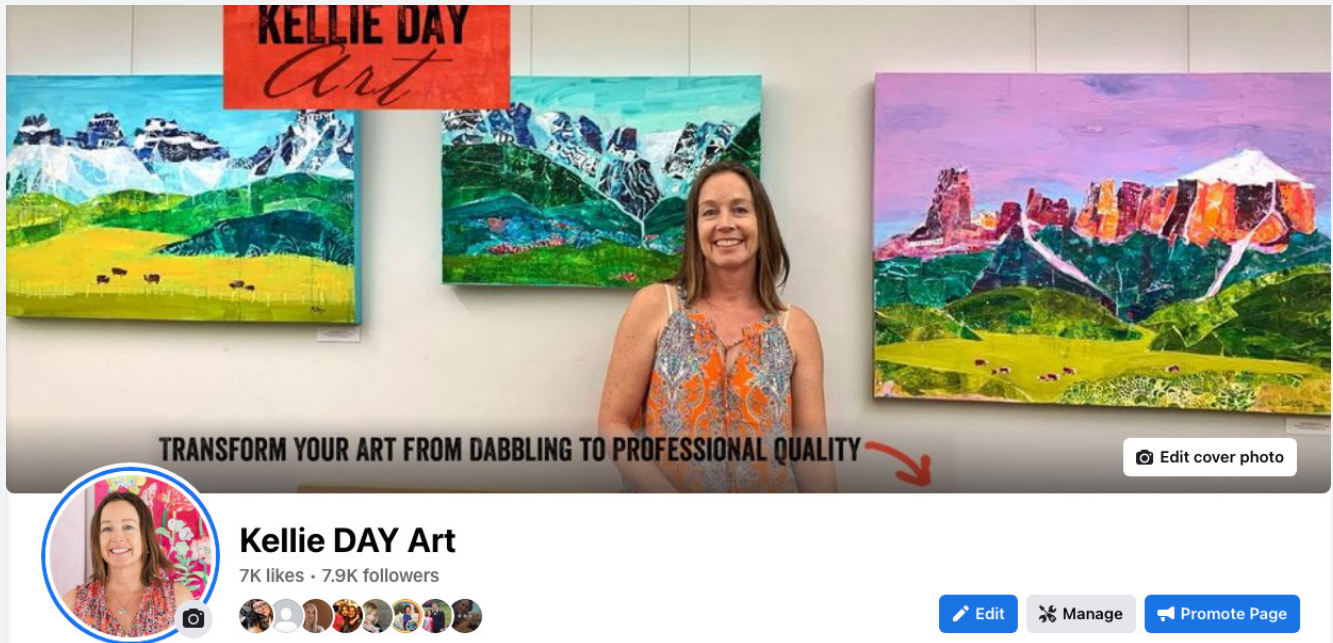
You can swap out your photos each time you send out a new newsletter, with your new ones.

There's SO much more to email marketing, but this will get you going!

### Final thoughts:

Selling Art is all about nurturing your relationships, so always keep your email list "warm" by saying HELLO regularly, and sharing the beauty you're creating with your followers.

# SOCIAL MEDIA



## START POSTING YOUR PAINTINGS ON FACEBOOK

1.

Include a heartfelt description

Include the size of the painting in your post

At the end mention "Message me for pricing"

2.

Use the 80/20 rule: post 80% personal posts and 20% promoting your art posts

Have an app on your phone where you can easily take payments, like SQUARE or STRIPE. Or you can take a check.

3.

You can drop your paintings off at any UPS store to have them ship for you.

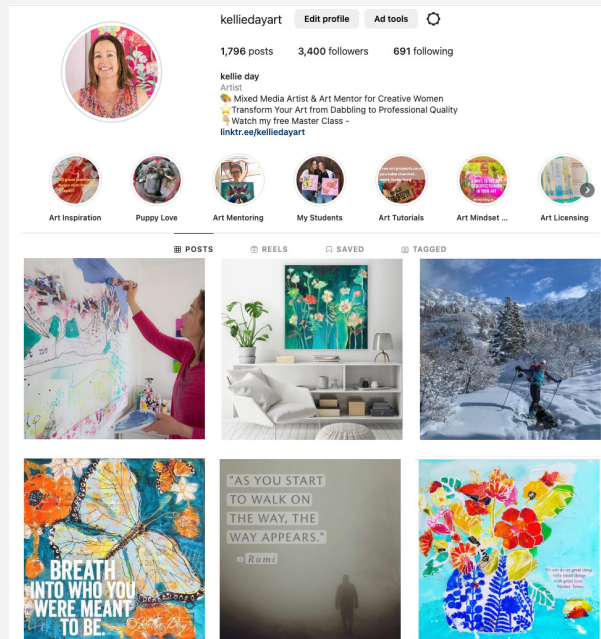
Always have the client pay for shipping, just like when you order shoes off the internet.

### Extra Credit:

Post a follow up photo of the new art happy owner with your painting!

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# SOCIAL MEDIA



## ONCE A WEEK: POST YOUR PAINTINGS ON INSTAGRAM

**1.**

If you don't have energy for two social media outlets, then just pick Facebook OR Instagram. But at least do one of them. This is how to start developing your name as an artists beyond just your town...

**2.**

If you don't have an Instagram account, get one started right away because it's the best place for people to see your art.  
If you just post a painting once a month, you'll have a great display be the end of the year!

**3.**

Also post your "in process" photos  
You can also post things that inspire your art

### Other tips:

Don't forget to post a photo of YOU with your Art, or even just enjoying your life – people want to see photos of YOU! So don't be shy.

Post a follow up photo of the new art happy owner with your painting!

If you need help getting your Instagram going visit Sue B. Zimmerman on you-tube. She has TONS of wonderful, free videos.



# MAKE PRINTS & PRODUCTS

**fineartamerica**

## Jane Davies Art Shop

Shop for wall art, home decor, apparel, and more featuring artwork from Jane Davies.

Follow

Contact



Art Prints



Canvas Prints



Framed Prints



## ONE MORNING A MONTH: UPLOAD YOUR NEW PAINTINGS TO FINE ART AMERICA

(You don't have to do this right away. Get your email list and social media started first.)

### 1.

When you are ready, and you have accumulated paintings you love, I recommend creating an account on Fine Art America. This website allows you to upload your paintings, and create prints and products from your Art, that you can sell.

### 2.

This will take a few days to set up, so give yourself patience and time. Once it's set up, you can share the link with your email list, your social media accounts, and anyone who loves your art – and make money from your Art products!

### 3.

Here's a great example of my associate Jane Davies, and her wonderful shop on FAA:

[FineArtAmerica.com/profiles/jane-davies/shop](https://FineArtAmerica.com/profiles/jane-davies/shop)

## Other tips:

Create a schedule in your journal of when you want to have each of these steps completed by.

Don't feel like you need to do all of this at once.

Phase it out.

Order some of your OWN products with your Art on it, for your own home - it's so much fun!

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# SELL ORIGINALS



**TAKE ONE DAY A YEAR TO  
DO AN IN-PERSON SHOW  
OR A GROUP SHOW**

**1.**

There is no better way of making a name for yourself as an artist than to get out there in person and talk with people about your art.

**2.**

People LOVE to talk with Artists who's work they love, and hear their stories.

**3.**

Start with your local Art Association, or Artist Co-op.

These often have group shows each year.

**4.**

Practice hanging your art, going to the opening, and talking with people about your Art.

You may even sell some!

**5.**

As you continue to go out in your community and get involved as an Artist, you will grow your name. Before you know it, people will know you, and start to recognize and buy your work!

**6.**

Keep seeking out new, wonderful places to share your work.

Especially keep your eye out for opportunities that connect your art with meaning in your life.

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# KEEP GOING

PRINT OUT THIS CHEAT SHEET AND  
KEEP DOING SMALL STEPS CONTINUOUSLY.

## MARKETING 101 Starter Kit for Artists:

You won't get very far if you do nothing, but you  
will go very far if you do a little and keep doing it....

– **Take one morning a week to**  
post a new painting or part of your process on  
Instagram and hashtag it. Then like a few  
people's posts with the same tag.

– **Take one morning a month to**  
upload your latest painting to Fine Art America  
where you can sell prints, cards & products!

– **Take one day a quarter to**  
send out your newsletter with your latest  
paintings, and tell people the meaning, and  
where they can buy them – even if you just tell  
them to “email you if interested”.

– **Take one day a year to**  
do a show or group show and  
show up in person to connect.

\*Always be collecting emails of people who  
like your work!

## ALWAYS REMEMBER:

The most important thing you can do for your Art Business is  
to Make Art You Love that you feel good about.