



This course is about establishing a creative business and a life you love.

ACTION GUIDE: Module 6

This MODULE is about **Art Licensing**

YOUR ASSIGNMENT FOR THIS MODULE:

1. Make your hit list of local companies you'd dream of working with.
2. Make your hit list of national companies you'd dream of working with.
3. Make sure you have a strong, unique portfolio page on your website that you can send them. (If not, make this one of your goals this year).
4. Begin approaching companies you love for Art Licensing, according to the training.
5. Seek out Art Licensing agents on the websites below if you want representation doing this.

Art Licensing Resources:

Example of an Artist Portfolio page for Art Licensing:

This artist has a fantastic Art Licensing web page:

<https://www.jewelbranding.com/client/catcoq/>

Classes if you want to learn more about art licensing:

- This gal teaches all about art licensing: <https://catcoq.com/>
- This gal teaches about surface pattern design in particular: elizabethsilver.com/

Companies who are accepting submissions:

If you are interested in pursuing Art Licensing, here is a great list I pulled off the internet of companies who are accepting submissions:

1. [Amber Lotus Publishing](#)
2. [Tiphaine](#)
3. [Somerset](#)
4. [Oh So Beautiful Paper](#)
5. [Lilla Rogers Studio](#)
6. [Handsome Frank](#)

7. [Robert Kaufman Fabrics](#)
8. [Creative Connection, Inc.](#)
9. [Courtney Davis](#)
10. [Porterfields Fine Art Licensing](#)
11. [Magnet Reps](#)
12. [Ansada Licensing Group, LLC](#)
13. [Folio Art](#)
14. [Jennifer Nelson Artists](#)
15. [The Bright Agency](#)
16. [Meiklejohn](#)
17. [Suzanne Cruise Creative Services](#)
18. [London Portfolio](#)
19. [Penny Lane](#)
20. [A Fresh Bunch](#)
21. [Brenda Manley Designs](#)
22. [Plum Licensing](#)
23. [Anna Goodson Illustration](#)
24. [Artistic Designs Group](#)
25. [Advocate Art](#)
26. [Oskar Illustration](#)
27. [Yellowhouse](#)
28. [Snyder](#)
29. [Image Conscious](#)
30. [Pink Light Studio](#)

Instagram Hashtags:

Use these hashtags on posts that you want to be found by agents, or art directors who may be looking for Art. These are some suggestions to get you started. Be sure to research what successful artists are currently using, as new ones appear all the time:

- #ArtLicensing
- #LicensingArt

- #ArtLicensingAgency
- #ArtLicensingArtist
- #LicensingDeals
- #ArtForLicensing
- #LicensingOpportunities
- #ArtBiz
- #ArtPortfolio
- #ArtLicensingWorld
- #ArtLicensingCommunity
- #LicensingCreativity
- #ArtistOpportunities
- #LicensingArtwork
- #ArtInLicensing
- #ArtLicensor
- #LicensingSuccess
- #Artlicensingindustry
- #ArtAndCommerce
- #LicensingYourArt

Should you go it alone or get an Agent?

Perks and Pitfalls of Trying to Get Art Licensing Contracts on Your Own:

- **Direct Control:**
 - PERK: You have complete control over your submissions, negotiations, and contracts. You can decide which companies to approach and how to present your work.
- **Learning Experience:**
 - PERK: Handling the process independently can be a great learning experience. You'll gain insights into the industry, contracts, and the art of negotiation.
 - PITFALL: The learning curves can be stiff if you don't negotiate contracts well for yourself.
- **Cost Savings:**
 - PERK You won't have to pay commissions to an agent. All the proceeds from the licensing deals will be yours.
 - PITFALL: Costly to travel and set up your own booth at tradeshows. (Often \$10K entrance fees)
- **Networking:**

- PERK: While an agent can provide networking opportunities, going after contracts on your own helps you build relationships in the industry and directly connect with potential clients.
- PITFALL: Takes a while, and harder to get appointments
- **Flexibility:**
 - PERK: You can choose your own strategies and go after the companies you want to work with.
 - PITFALL: You may not know the best approach.

Perks and Pitfalls of Using an Art Licensing Agent:

- **Industry Expertise:**
 - PERK: Agents typically have extensive knowledge of the art licensing industry, market trends, and client contacts. They can guide you in the right direction.
- **Time-Saving:**
 - PERK: Agents handle the time-consuming tasks of marketing, negotiations, and administrative work, allowing you to focus on creating art.
 - PITFALL: You may be competing with their other clients.
- **Larger Network:**
 - PERK: Agents often have established relationships with companies, retailers, and manufacturers, giving you access to a broader range of opportunities.
 - PITFALL: They take a cut of your money.
- **Increased Credibility:**
 - PERK: Having a reputable agent can enhance your credibility and make you more appealing to potential clients.
 - PITFALL: You may have to create art for them that you are not interested in. But you can negotiate this.
- **Negotiation Skills:**
 - PERK: Agents are skilled negotiators, which can lead to better deals and terms for you.
- **Contract Expertise:**
 - PERK: They can help ensure that contracts are fair, protecting your interests.
 - PITFALL: They will take a big cut of your income, so less money.

Whether you choose to go it alone or use an agent depends on your goals, and comfort level. You can start on your own, or in your town, and as you grow, decide to get a licensing agents to expand your opportunities. You can

also do both. Remember to always be guided by your overall Art Business goals!