

HOW TO START
Selling your Art



FIONA VALENTINE

ARE YOU DREAMING?

Dreaming about making an income from your art but aren't sure where to start? Not sure if this is even possible?

Perhaps you have questions about pricing, finding customers or selling on social media. How do you know if you are **READY** for this step? What will people think? How can you sell your art without feeling "salesy"?

I've been right where you are. I took my painting hobby and turned it into a business doing what I love getting featured on TV, The Art Biz Podcast and writing regularly for Australian Artist Magazine. Along the way I've learned from my successes and my mistakes.

If you'd like more joy in your studio and more money in the bank, I'd love to show you how to put my Profitable Artist Method to work.

Want to connect your art with your customers and avoid creating paintings that nobody buys? Tired of waiting to "be ready" or trying to follow outdated advice? Then you are in the right place.

I'll show you how you, too, can start to sell your art, become a profitable artist and live a creative life you love.

Let's begin!



HOW DO YOU KNOW?

So, how do you know if you are ready? The funny thing is you will never feel ready.

The secret is to GET ready. You don't need anyone's permission, art awards, a fine art degree, an impressive CV or gallery representation.

You need ART and CUSTOMERS and a way to connect the two. It's that simple. Really.



If you know how to paint, you can build your portfolio and your art business AT THE SAME TIME.

In fact, it's smarter to do it this way so that when your paintings are ready, your buyers are ready.

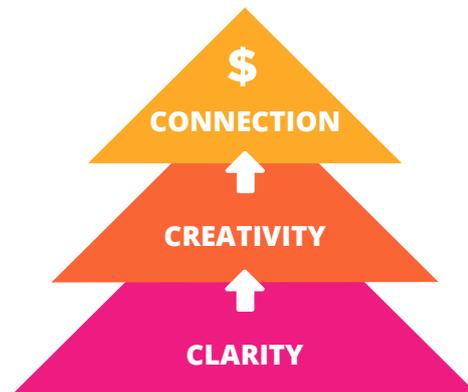
It's POSSIBLE. This is a wonderful time to be making art. Thanks to the internet, we can reach out across the world to find our customers.

To do this successfully you need a system that works for you and creates a seamless buying experience for your customers.

So where do you start? The Profitable Artist Method.

THE METHOD

My Profitable Artist Method has three stages:
clarity, creativity & connection



To find **CLARITY**, ask yourself these questions:



HOW MUCH TIME DO I WANT TO SPEND MAKING ART?

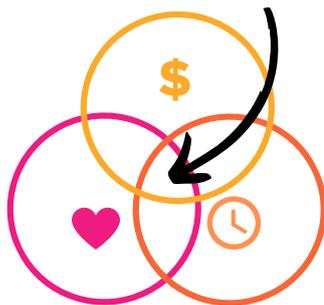


HOW MUCH MONEY DO I WANT TO MAKE?



WHAT DO I LOVE TO CREATE?

Now look at where those three overlap. What is the highest value offer you can create in that sweet spot?



Doing some simple math here will help you see what IS worth your time and what isn't .

It will also help you avoid the number one mistake that most artists make...



THE #1 MISTAKE

Many artists make the mistake of spending too much time on low priced offers that will never generate enough profit.

The solution? Pricing for profit.

The Formula

Height + Width x \$ Rate = Price

Experiment with different rates: \$25, \$50, \$75.

Subtract costs, commissions and taxes (20-25%) to determine what your profit margin really is.

Let's apply the formula to Emma's latest painting.



PRICING FOR PROFIT



Let's say Emma uses a formula rate of \$25.

$$18 + 24 \times \$25 = \$1050$$

If Emma sells this painting in an art show or gallery her costs will include 30-50% commission (\$300-\$500).

Plus, her materials (\$150) and the frame cost (\$200). That would mean a profit margin of only \$200. We haven't even included taxes or shipping yet!

Emma would need to sell 187 paintings like this to make a minimum wage of \$36,400.

If she triples her prices and sells directly to collectors, 24 sold paintings could generate \$75,600 (before tax). Adding in some print sales could boost this again. This gives you some idea of the power of pricing for profit.

Once you have clarity, focus in the studio becomes easier. Let's look at Stage 2 of the Profitable Artist Method: Creativity.

CREATIVITY

Your creative process is the way you move from idea to finished artwork. Streamlining your creative process so you are consistently creating in your "sweet spot" builds momentum, motivation and more joy in your studio.

Successful artists are organized, hard working and focused as they move through their creative process. Sharing this journey with your potential customers creates connection, Step 3 of The Profitable Artist Method.

CONNECTION

Connecting your artwork with your ideal collectors involves setting up some business and branding basics. Your ideal collectors are people who LOVE what you do, can't wait to buy it and can AFFORD to buy it. Making work that is authentic builds connection with people who like what you like. This helps you to know where they hang out, shop, holiday, look for art and how to speak directly to them.

You aren't trying to appeal to everybody, just them. This saves time and mental energy freeing you up to do more of what you love - making amazing art. Learning to tell the story of your work through words and pictures is an extension of your creativity. Selling art isn't selling out. It's recognizing the value that you bring to the world.

It's sharing your art in a way that respects your work, your collectors, fellow artists and the arts as a whole. Creating social media content, a website and an email list creates a brand ecosystem that works for you and builds a seamless buying experience for your customers. Imagine buyers discovering you online, buying your work and money landing in your account while you are working on your next creation!

It's POSSIBLE. It's do-able. Thanks to the internet this is a wonderful time for artists to be able to reach out across the world to find their customers. Work from home life has seen art sales booming. Building your art business as you build your portfolio is smart so that when your paintings are ready your buyers are ready.

*Building your portfolio
and your business AT
THE SAME TIME means
when your paintings are
ready your buyers are
ready...*



If you are thinking...

BUT I DON'T HAVE....



- business experience

- a fine art degree

- tech skills

- enough pieces of art

THIS METHOD CAN HELP YOU...



- build a simple art business

- recognize you just need skills

- choose user friendly online tools

- create your first collection

BUT I'M AFRAID OF....



- selling out

- not making sales

- not being good enough

- not having enough time

THE TRUTH IS...



- selling art isn't selling out

- there are collectors out there

- you can commit to improving

- part time & profitable is possible

I hope this leaves you excited to GET ready to sell your art profitably. I can't wait to see your success.

Fiona