

# Art Masters Program

[www.ArtMastersProgram.com](http://www.ArtMastersProgram.com)

## **“25 Easiest & Common Things To Market Your Art”**

As an artist, marketing works of art can be a challenging task. This is a fact that remains true for some but not all artists. Master artist Daniel Edmondson imparts the easiest and common things you could do to sell paintings in a variety of ways! These are tested and proven methods that the master artist himself used during his early days as an artist. Expert advice from various other master artists has also been included in this “Art Masters Program” initiated by Daniel Edmondson in his attempt to bridge the gap between classes and online videos!

Daniel incorporates various marketing strategies compiled in this brief PDF file to assist you in marketing your paintings. You would not only know of ways how to sell your paintings online but also enable yourself to learn of methods to sell your paintings directly to other people through this “Art Masters Program” which takes you from intermediate to selling artist!

### 1.) Galleries:

This is what every artist wants but may be difficult. There is a multitude of ways to get into galleries. The easiest way would be to have an artist friend, who is already featured in the gallery, **REFER** you! This method could also work with a fellow artist whom you **STUDIED WITH** or an **ARTIST TEACHER** who taught you by informing the gallery owner of your connections towards that person.

It is important to take note that gallery owners **MAY KNOW LESS** about art than you do. They know what they've **SOLD IN THE PAST** and this is where they would base the paintings they would feature.

2.) Online Presence:

Utilize **SOCIAL MEDIA** websites which could greatly affect your effectiveness in selling your paintings. There are a lot of social media sites you could use such as **FACEBOOK**, **TWITTER**, **PINTEREST**, **BLOGGER**, **MYSFACE** and a lot more!

**YOUTUBE** – The 2<sup>nd</sup> biggest search engine on the Internet.

3.) Mail Marketing List:

If you are **NEW** you wouldn't have a list. In the "Art Masters Program" master artist Daniel Edmondson would be teaching you how to acquire an e-mail marketing list and organize the content of the messages and newsletters you would be sending to your collectors.

4.) Basic Marketing:

The **BIGGEST** mistake most artists make would be that they don't have a budget for marketing. Artists would need to figure out these 3 things: How much money he/she would want to make, a **REALISTIC** starting salary, and also framing costs.

"It Costs Money To Run A Business"

Set aside marketing budgets for these things as well: Website developing, Magazine Advertisements, Assistants and the overall business aspect of your art.

5.) Interior Designers:

The current split rate with interior designers would be 40 – 60. Interior designers would get 40% and you as the artist get 60%. This is a great way to **SELL A LOT** of paintings! An important note would be to **GET A LIST** of the people who purchased your works.

6.) Magazines:

There are a lot of things you could do with magazines. Make use of magazine covers, magazine articles, and magazine advertisements. Magazine articles are basically subdivided into two (2) parts which are "Featured" articles and "Write Your Own" articles.

7.) Tent Shows:

In tent shows you could sell your art **DIRECTLY** to the **PUBLIC** yourself. It is important to take note that the prices of your works of art are lesser compared to being sold at a gallery but you get to keep all your earnings! Stay close to the gallery **RETAIL PRICE** but you can offer **DISCOUNTS** to entice customers.

8.) Art Festivals:

Practically the same as tent shows. An Art festival is also a great way to gain exposure and attract potential collectors for your works of art.

9.) Direct Mail Marketing:

Think of this as a “Welcome Wagon” in example people who just moved in a house who’s got a lot of wall space which in turn creates a lot of opportunities for you so market your paintings. This is basically a way of going out and direct mailing people.

10.) Framers:

**DO NOT OVERLOOK** Framers. It is much EASIER to get into a frame shop than a gallery. Frame shops would take a cut of your painting as well as would sell the frame that they made for it.

11.) Cultivating Existing Customers:

This is **VERY IMPORTANT**. There is a lot of things you could do to stay in contact with your existing customers. In business they say that it is much **CHEAPER** to keep a customer than it is to get a new one. In art collecting this is probably tenfold.

12.) Commissions:

Portrait commissions as well as commissions from paintings. In doing these it is **ALWAYS** important to get **HALF** of your money up front. In doing portrait commissions **DO NOT** let them direct you too much. Try to stay in charge of the transaction. It is may be hard to do commissions at first but it can be lucrative.

13.) Doctor’s Offices:

Doctor’s offices are great venues for your paintings. These places could gain you a lot of exposure as people flock to these offices on a daily basis for check-ups and treatments.

#### 14.) Coffee Shops:

These are good ways to get your art out into the public if your prices haven't gotten up to a range of a thousand dollars or so.

#### 15.) Studio Shows:

This is basically having a show in your studio and inviting the public to see your works. It is important to **HIRE SOMEONE** to sell your paintings for you since you would most likely be busy entertaining guests and other people.

#### 16.) Group Shows:

Group shows is sort of like a gala show. Artists such as yourself would group together renting a studio space and have a show. Group shows are beneficial since every artist would be bringing his/her customers.

#### 17.) Gala Shows:

Gala shows, on the other hand, is where they invite great artists in the area and have a show. This is a great way to gain exposure and attract new potential collectors.

#### 18.) Juried Shows:

Juried shows are basically artists submitting their works to try and get into a show. This may not be very productive for most artists but some are also successful in using this method.

#### 19.) Customer Swaps:

This is simply getting together with another artist in which you swap lists. Doing this would **DOUBLE** your customer e-mail list. This costs **NOTHING** and is effective in accumulating new prospects to collect your works of art.

#### 20.) Magazine Advertising:

The success rate in using this varies & is **COSTLY**. It is advisable to start with a **HALF PAGE** ad but don't go smaller than that since you would just get lost in the clutter. Landscape paintings seem to do well with magazine advertising. This is a good way to introduce you to the art world!

21.) Online Galleries:

You would definitely want to check out online galleries! An example of this would be “Daily Painters” in which master artist Daniel Edmondson was able to sell a lot of his paintings. There is a massive amount of online galleries out in the Internet and if ever you wouldn’t be able to find one then you could simply create one.

22.) Positioning Yourself As An Authority:

Establish a “**REVIEW SITE**” in which you would do reviews of different artists and have a review written about you as well. After acquiring reviews would posting those to other social media sites. You could also email these reviews to your existing customer e-mail list getting **TONS OF EXPOSURE!**

23.) Networking:

This would simply mean getting more exposure in which you would hang out at various art functions or events where there are a lot of other artists and collectors. A useful tip would be try to help other people and eventually they would help you out as well!

24.) Home Shows:

This is where you get someone to have a show in their home for you and they invite all their friends. This is a very powerful method to sell your works as long as you remember to give a commission, a fee, or a painting to the house owner.

25.) Word Of Mouth:

Throughout time man has handed down information from generation to generation using this method. Do not overlook the word of mouth as people would most likely trust information given from a certain person may that be a close friend or a family member. Using this simple way of advertising via word of mouth through your friends it would eventually reach their friends and as soon as you’d know it you might just be the next big artist!

## **MY MARKETING CHECKLIST**

<i><b>Method</b></i>	<i><b>Notes</b></i>	<b>↗</b>	<b>X</b>
Galleries	Referral From Friend		
	Referral From Artist		
	Referral From Teacher		
Online Presence	Facebook		
	Twitter		
	YouTube		
	Pinterest		
	MySpace		
	Blogger		
E-Mail Marketing	Make A List		
Basic Marketing	Money I Want To Make		
	Realistic Starting Salary		
	Framing Costs		
	Website Developing		
	Magazine Ads		
	Assistants		
Interior Designers	Discussed Split Ratio		
Magazines	Magazine Covers		
	Magazine Articles		
	Magazine Ads		
Tent Shows & Art Fests	Search Gallery Retail Price		

Direct Mail Marketing	Direct Mailing People		
Framers	Pick A Frame Shop		
Cultivating Existing Customers	Ways To Cultivate		
Commissions	Portrait Commissions		
	Painting Commissions		
Doctors / Coffee Shops	List Of Prospects		
Studio Shows	Person To Hire		
Group / Gala / Juried Shows	List Of Shows To Attend		
Customer Swaps	Partner Artist To Swap List		
Magazine Advertising	Magazine Preferred		
Online Galleries	List Of Galleries To Join		
Gaining Authority	Site Making		
Networking	Places To Go		
Home Shows	Where To Hold		
Word Of Mouth	Family / Relatives / Friends		