

## Three Easy Steps to Market Your Art.

1. Connect with people
2. Tell them what you do
3. Make it stupidly simple for them to buy

That's it. Well, that's mostly it.

If you've tried to read anything on marketing, you'll hear stuff like "USP" and "Positioning" and "Sales Funnels" and stuff like that. It sounds scary, and marketing feels icky.

BUT if you don't let people know what you do, how will you make a living?

And for your sake, don't look at how other artists sell their work. Most suck at selling. So look at retail stores (you're in retail whether you like it or not if you're selling your work), high-end furniture craftspeople. They know what they're doing.

**Marketing is merely sharing what you do.**

So let's get started.

### **Step 1: Connect With People.**

Go where people are.

This can be in real life or online. Church, pottery class, anywhere where people congregate and where you can easily interact with them.

If you're awesome in person, go full-on and hit your networks of people. Treat each person like a potential customer (in a non-sleazy way of course).

If you're a super-introvert, dive in to the online world and rock it there (which means an outlay of cash for a good website design)\*.

You can take the worst part of marketing out for yourself, but you do have to compensate in other areas.

*\*You MUST have an online presence. There are no two ways about it. Even if your primary mode of connecting with people is not online, you must have a website. Period.*

## Step 2: Tell Them What You Do.

No one will buy if they don't know what you do.

Don't be afraid of telling people. Do you love what you do? Are you excited about it? Then the natural thing for you to do is to tell people about it. No need to be skeezy, your natural enthusiasm will pull you to share what you do.

If what you make is resonating with you and who you are, you **naturally want to share it** because you're so *excited* about it.

That said, **be prepared.**

Have some postcards with photos of your work on it, mini-portfolios, business cards with your work on them and your website, or even an iPhone stocked with your latest and greatest works.

*And keep them on you at all times.*

Places to get marketing materials (postcards, brochures, business cards) with your art on them:

- UPrinting.com
- Moo.com
- VistaPrint.com

## Step 3: Make it Stupidly Simple to Buy

This is the internet age. If you're not able to take payments online, you're making a big mistake.

Even if it's just one page with your work on it and PayPal buttons, you must have a way to accept money online.

No one mails checks anymore. Even if they really want your work and they make a note to themselves to send the check, chances are they won't.

### So what does this really mean?

1. *Price your work.* Everywhere you are. Even in galleries and shows and craft fairs.
2. *Accept world-wide payments* via PayPal. At least.
3. *Get a merchant account* that allows mobile access (via notebook computer or cell phone) so you can accept credit cards in person.

Places to get inexpensive merchant accounts:

- ProPay.com
- SquareUp.com <-- has a "dongle" that attaches to your cell phone to swipe cards.

## **Your business model**

A business model is basically how you choose to do business. If you want to make money with what you create, then you're in business. If you treat it like a hobby, you're not going to make very much money if any.

Your business model will include: What you make, how you make it, what you charge, where you sell, how you market your products.

If you're selling prints at \$25 of profit per print how much will it take to make \$36k/year?

You need to sell **1460** prints. That's 4 *every single day*. And that's rough.

Because not everyone you tell will be interested in seeing your work, and because not everyone who sees your work will buy, you're looking at getting your work in front of thousands upon thousands of people just to make \$36k.

Now, if you make limited editions or sell originals you can sell less for more. So that \$25 print made into a limited edition of 20 or so can be priced at \$250 and you only need to sell 146 limited edition prints. That's only about three a week. Easier. Way Easier.

It all comes down to this: It's easier to find 10 people to buy a \$250 print than to find 100 people to buy a \$25 print.

Keep this in mind when you're pricing your work and when trying to figure out how you want to do business.

## **Money.**

Now I know that artists and crafters have a very hard time charging for their work. I've seen lots of people who do amazing stuff apologize for charging money for what they do. They think that money's evil and dirty and frankly they're afraid of it.

In order to be in business you need to charge money. You need to make money. So I'm going to tell you that you need to get over it.

## **Money isn't the root of all evil. The love of money is.**

You charging for your work will help put food on your table, keep you buying more supplies to make more stuff and help you live comfortably. And if you're so inclined, money can help you help others.

## **Art Marketing and Business 101: Marketing is not a dirty word**

1. What are your obstacles to marketing your work?
2. What do you make/do?
3. Why do you make it? What excites you about your work?
4. Where do you normally go where you can interact with people (on or offline)?
5. Where else can you go (on or offline)?
6. What kinds of marketing materials can you create? Brainstorm ideas with the class.