

How to host and sell at a show or gallery:

Familiarize yourself with the gallery, the notebooks of artist's bios, the map and artist's location,

Handling visitors:

Stand up when visitor's arrive.

/Be warm and hospitable.

Let them do the talking.

You may ask some questions such as: Are you visiting the area?

Do you collect original art?

What type of art do you prefer?

Answer specific questions.

Where might go in your house.

The art is available for purchase off the walls.

Notes from the panel discussion:

{DH= David Honneus, LB= Lori Bradley, MJ Gel = MJ Gelsomino; MC=Michele Caplan; CA= Carolyn Abrams;

There is an uncontrollable neurological response. David Honneus

The most powerful sales pitch is the one they are making to themselves DH

Which room would you put it in?

What makes them feel something? Reminds them of something else? LB

People want to buy THEIR rock LB

When couples huddle together one trying to convince the other- LB try to make that sale before they huddle or call the spouse.

It is easier to sell someone else's work. MJ Gel

Meet the buyer where they are at MJ Gel

Listening to what the buyer needs, meet that need, help them clarify their need MC

I tend NOT to talk, ask questions, wait and watch, encourage them to do as much of the talking as I can. Michele Caplan color, space, content, what they like, price range

But I can't replicate it. I don't do commissions any more because it is too stressful. I worry if they like it or not CA

Michele takes a deposit- take half of the commission so paid the time. For one painting I painted five paintings.

Prints in gallery- is that a good idea? Print on the website is a possibility- CA

What about lowering prices- barter or not? Michele does it all the time. Another person says they hate it. Make it as the beginning of a relationship and we are special to each other and that is why I am doing it. ' I am so glad you are back. – I put this aside for you. This time I will have someone else's work will;= will bring them to one or two things that I think they might like. I let them know that I am thinking about them and to let them know about future plans.

MC

CA: I don't discount but do try to have small pieces of work so that after they had made the sale, I offer a couple of postcards or note cards. I include it in the sale with thanks. If they ask me, I say I don't discount it.

Price things a x plus a y factor (maybe 20%) so you have a fudge factor for it. So can convince the spouse DH

There is a knack to do it. CA

I sell by making a relationship MC

Everyone sells from their own personality and character. It is always about the buyer. They might realize they have a need until they see the work. Observe them and their body language. Don't think about selling them anything, you are just trying to help them speed up the process.

I think I might represent my partner's work and ask him to represent my work. MK Gel

Best sales I have come from common interest I have with others. LB

MJ Gel- I want to know what they think about my art.

How does that make you feel=

What do you like about that?

What speaks to you? That gives permission to the potential buyer to prioritize their own wishes. It helps to validate themselves and helps with conflicts between spouses. SA [who said this Michele Caplan or David Honneus or who??]

Emotion gets you in and your mind convinces you

If you get stuck, ask them a question, redirect. Tell me about your house. "You must like this one because you have been looking at this for quite a while"

Is this for you or another person

No room- if you have an office, this would be a lovely place to put work and remind me of...

SA

What is this saying to you.

Have kids or adults point out what they like best. With little kids limit the are they choose from. This engages the kids and pleases the parents who are thus more likely to stay longer, also look more closely and BUY something. KC

<https://www.forbes.com/advisor/business/how-to-sell-art-online/>

<https://www.wikihow.com/Sell-Art>

<https://www.artworkarchive.com/blog/9-step-guide-to-marketing-your-art-without-being-salesy> see below

two art business books, one of which has been a best-seller on Amazon in the "Art Business" category.

As a creative, you are constantly in pursuit of finding your authentic and real voice.

You probably feel vulnerable when you put your work on display, and it's understandable that you want it to be able to speak for itself. You don't want to explain to someone why they should buy your art and dread you might come across as "salesy", pushy, or desperate when you do.

Unfortunately, your work doesn't speak for itself.

You need to learn how to explain your work and connect it to your audience in order to succeed with your creative business.

Learning how to write and speak about your art in a way that allows potential customers, clients, and collectors to recognize its value helps potential clients realize why they need your artwork in their lives. You need to learn marketing.

Here are nine steps to help you do just that:

Know your target audience.

Do you know who your best customers are likely to be?

Who out there will become some of your biggest and most raving fans?

Is it a particular age group, gender, class, race, etc.?

Do they have particular interests, such as wildlife, gardening, bright colors, human interest stories, nature, etc.?

The more you know about the people who love your creative work, the easier it will be to connect with them and market to them. Think about your *ideal* customer and what they like and *why* they are attracted to your work.

Learn where your target audience gathers.

Knowing your target audience also includes researching where those particular people gather, both on and offline. Knowing where they gather means you can send your marketing materials to those places to reach out to them. The best marketing materials won't do you any good if your ideal customers don't see them. So put your marketing in places they're likely to notice them the most.

Write to one person.

Now that you know your ideal customer and where to reach them, you need to target them in your writing.

You are marketing to them in particular, because they're the ones who are going to care the most about your work. When you're writing your marketing materials, this is your chance to reach out to them directly. So don't write like you're writing to everyone, write to that person in particular, like I'm doing right now. I'm not writing to everyone, I'm writing to *you* and trying to help *you* with a particular challenge I know you have, which is marketing your creative work.

Use stories to engage.

Stories are magical. Use them whenever you can in your marketing.

Stories are more engaging for your audience, which means they'll be paying more attention. They're also more emotional in nature and will connect on a deeper level with your audience. And they're more memorable, which means your work will be more memorable and those people are going to be more likely to talk about your work to their friends, spreading word-of-mouth.

Stories can be about a particular piece you've created, why you chose your medium, how you became an artist, who inspires you, why you chose your subject matter, etc.

Write persuasively.

Marketing is all about persuasion.

You're writing or talking to people about your work to try and persuade them to buy it, share it, or utilize your services. In order to do that, you have to write persuasively. You can't just list the facts or say, buy this. Instead, you need to pull on their emotions to connect them to the work and promise them they'll gain something from their purchase as a benefit.

Focus on THEM.

Your creative process is about you.

Your work is about you and how you see the world. But make no mistake, your marketing is all about your audience. Everything in your marketing needs to be focused on your potential customer and what's in it for them. You're only mentioned in your marketing materials because of *their* interest in you.

Talk about the benefits.

Like I said above, your work can't speak for itself.

But if you learn about your audience and can then talk to them about why they should buy your work, you'll start making more sales. Connect it to their emotions and if a piece makes them happy, make them realize they can't live without it and they're going to want to see that piece every day in their own homes for it to continue to make them happy *every day*.

Or perhaps what you do has a more direct benefit, like a handmade quilt or scarf. In that case, you can talk about the emotions behind the design and colors, while also focusing on the benefit of staying warm in a quality-made product, high-end materials, unique design, etc.

Recommend, don't sell.

Still struggling with the thought you might come off as pushy or "salesy"?

Here's a trick for you: instead of trying to sell something, pretend like you're recommending it to a friend.

Ignore for a moment that you're going to make money off of the transaction if they buy it and try to connect it with that customer or client. When you recommend a restaurant or book to a friend, you're not doing it for money, you're doing it to help them experience something you thought was great. Well, that's exactly what you're doing with your artwork too. So start recommending it instead of trying to sell it by focusing on why they might like it and why it would make their lives better.

Use a call-to-action.

You've seen these at the end of every newsletter and infomercial and marketing that's been directed at you. It's the, "Call now", or the "Shop our selection here" buttons and phrases.

The reason they're used so much? Because they work.

Sometimes people need a little reminder as to what you want them to do. So give it to them with a quick call-to-action by saying things like, “See the new series here” as a clickable link, or “Visit my website for more”, etc. Let your audience know what next step you want them to take, and make it as easy as possible for them to take it.

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<https://theartistmarket.co/4-reasons-people-will-decide-to-buy-your-art/>

Here’s the top four reasons I’ve learned that people buy art:

1. Because they know and like you.

They see something in you that makes them want to be your friend. That connection won’t happen if you always stay surface level.

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- Have opinions! They don’t have to be hot button issues like politics or religion. What types of topics get your energy pumping?
- • Talk about what you believe in. Is family more important than anything OR do you not want a family because you’re exploring your self-identity?

• •

Share your day-to-day life and behind the scenes. They’ll be more inclined to buy if they feel like a part of the process.

The people who resonate with what you’re saying will start to feel like they know you, and they’ll continue to listen to what you have to say because they like you. To sell art, you need them to stick around your website, email list, or social media account for a while so you can continue putting your art in front of them.

Imagine this... You’re on a date. Would you be more likely to go on a second if a) they talked honestly and vulnerably, or b) they went the vanilla route and tried to only say things they think you’ll agree with?

You’d probably choose the first even if you didn’t agree with them - the second conversation would be a yawn fest.

2. Your art reminds them of something they value.

You can connect your art to their personal values through, again, talking about it. Why you made it. What it represents. Its message.

Even if you think your art isn't "about anything", there are thoughts going through your head all the time on repeat. That goes for when you are making art too. Even your subconscious thoughts can and should be applied to your art's message.

Sometimes you don't have the slightest clue where to start talking about your art. If that's the case, spend some time learning about your own values and this method will start to click for you. For example, the ones that stand out for myself right now are "inspiration", "efficiency" and "harmony". If I was creating an abstract painting with no real mindful direction, I might do some journaling around those words and see how they might've influenced my painting on a deeper level.

If you're up for some self-expansion, try using [Caroline Kelso Zook's "Your Brightest Life Journal"](#).

3. Your art makes them feel an emotion they want to feel more often.

Done right, this technique can be powerful. Help them connect your art to an emotion by talking about the feelings you associate with your art. If you are using this one without any success, try describing the feeling instead of naming it.

For example, instead of saying, "These flowers make me feel happy everyday", say "These crimson tulips remind me it's finally the season to spread out your picnic blanket and daydream on your lunch hour."

4. And lastly, you make art specifically for them.

If you've studied marketing at all, you've heard of a niche. A niche is simply a small, targeted group of people - like bird watchers or skateboarders.

To use this one, you would focus your art or commission services specifically to them. For skateboarders, this might look like putting quotes from famous skateboarders on your art or doing commissioned art on skateboards.

Any of these methods can work on their own, but if you combine one or more of them, you'll be miles ahead of many of the other artists online.

Finding your voice is the key to it all. Start with baby steps. The more you practice, the more you'll become comfortable and find your honestly unique voice.

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<https://www.artbusiness.com/orwt.html>

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People Need Help Buying Art

So Help Them

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Remember that fantasy art life you grew up dreaming about, the one the art schools perpetuate in order to make their nut, the one where you get your degree(s) and everything else just falls into place? You're introduced to all the right people... the galleries, the curators, the patrons, the ones who count. The influential dealers and collectors follow you online, see your art, love your art, contact you, check out your gallery shows or visit you at your studio, and either buy it on the spot or offer you even more shows while all you have to do is create away knowing that you're now officially on your way to fame, fortune and all that other good stuff. Yep, that's the one.

Well, now you know better-- that dreamtime is over-- and from here on in, surviving as an artist will require your complete attention. You know that art is an option, a luxury, a discretionary purchase, not a necessity, and that being successful takes plenty of time, dedication, commitment, and hard work. Your art competes with tons of other commodities in the marketplace including all the art by all the other artists out there, first for attention and ultimately for dollars (just like every item for sale online or at stores simultaneously competes for your business). You know you've got your work cut out for you if you expect to make a living as an artist, and that convincing people to buy your art on a regular basis is not an easy task.

A gallery director once told me, "No art sells itself." And he's right, but that doesn't mean you have to hawk it like timeshares or used cars. Selling your art is not about tactical maneuvers, SEO, or trying to manipulate markets, but rather about capitalizing on those moments when people are impressed enough, for whatever reasons, to stop, look, and maybe even ask you a few questions about your work-- whether they're doing it in person or online. You can be sure that at least some of these people will be thinking about buying, so to increase the odds that they do just that, you need to make yourself available to engage, present and address their questions or comments about whatever art they're looking at in ways they can understand and appreciate, and do whatever you can to convert them from lookers to buyers.

The key is to get conversations or communications about your art started between interested parties and yourself, and more importantly, to keep those conversations going. The longer they last, the more opportunities people have to connect with your art, and the greater your chances of ultimately making sales. But before we talk more about that, it's important to understand why art buyers need this kind of information.

To begin with, people like to believe they're doing the right thing when they buy art, that they're adding something meaningful to their lives. But since most of them don't know much about art, you have to help them along from time to time. They need to understand the upside of what they're about to do, and have the courage to follow through, because owning art is not easy. Take

Joe, for example. Let's say Joe buys a piece of art. He takes it home and hangs it on his dining room wall. Several weeks later, he invites Mary, Susie and Bill over for a dinner party. So the four of them are seated at the dining room table, eating great food and sipping fine wine, chatting each other up and swapping gossip, when Mary points to Joe's art and asks, "Is that new?"

"Yep," answers Joe.

"Where'd you get it?" asks Mary.

Joe's answer has to interest Mary, Susie, and Bill to hopefully continue the conversation.

"Really," says Bill. "Who's the artist?"

Joe's answer has to engage Bill, Mary, and Susie to the point where they like what they're hearing and perhaps want to know more.

"That's interesting," says Susie. "I've never seen anything like it. What's it about?"

Joe's answer has to impress Susie, Bill, and Mary enough for them to realize that they're looking at something special.

Art owners like Joe get put on the spot like this all the time. He'll have to answer all kinds of questions for as long as he owns that art, and answer them well. If Joe is like most people, he sure doesn't want to look stupid, like he's going out and buying art he can't explain or even talk about. Not only does he have to have decent answers, but if he's like most people who buy art, he also wants his friends and acquaintances come away thinking that he knows what he's doing, and that he's a man of discerning taste and sophistication. For as long that art hangs in his home on display, this is the way things will be.

Not being able to handle situations like this is one of the main reasons why so many people are reluctant to buy art even though they might like what they're looking at. Why? Because they don't want to be embarrassed by what others might think or say or ask about whatever they buy. Not only do they have to justify their purchases to themselves, but also to anyone else who sees their art and has questions. The Joes of the world want to own your art, believe me, but they need your help first. You have to enlighten and inform them on what they're about to buy-- give them the ammo, the confidence, the knowledge they need to fend off any doubts about whether or buying your art is the right thing to do.

The good news is that most potential buyers need only the basics; you don't have to get complicated. Since most people don't know a lot about art, they don't need a lot of explanation, and-- here's the crucial part-- they don't want a lot of explanation because they confuse easily if they get overwhelmed. Consider, for example, the simplest of descriptions about an artist's art, something like "My art is about trees." This entry-level statement or explanation is clear, concise, and about as easy to understand as explanations get. It presents the art in a way that anybody can appreciate, and people who don't know much about art will go surprisingly far with it. The artist doesn't have to say how the art is about trees, why it's about trees, where the references to trees

lie, or what the trees mean-- unless they get asked. Most viewers will take those five words, run with them, apply them to the art, find the trees in there somewhere, and feel like they know something (and they will, in their own unique ways). Those who want to know more will ask. Most importantly, anyone who ends up buying will now be able to display the art in their homes or offices, say with complete confidence to anyone who asks that it's about trees, and proceed to tell them why. See how this works?

Suppose however that you're one of those artists who has no idea what your art is about-- it just happens-- and that you can't answer questions. But you can. Talk about what happens in the studio, what inspires you, how you start, your process, how you make your art, what materials you use, how you know when you're done, and so on. Again, keep it simple. For instance, you can say "I make my art entirely out of recycled materials." Believe it or not, this is enough for the large majority of viewers. People digest that statement and are now able to appreciate your art in a deeper more connected way (they don't have to know everything-- just enough to feel good about what they're looking at). They look at your art, try to imagine how you find your materials, how you look for things, how you decide what to keep, how you sort it all out, how you arrange it into art, and so on. All you have to do is suggest; plant the seeds. The viewers will do the rest. If they have questions, they'll ask. Go only as far as they want to go, and make sure they're satisfied every step of the way. They'll come to their own conclusions, and most importantly, become confident in their understandings of your work.

One thing to avoid is being vague, saying stuff like "different people respond to my art in different ways," or throwing it back on the questioner and saying something like "it means whatever you want it to mean." Even though you're being truthful, you're not helping the viewer any. Artists who make viewers do all the work often leave them confused, wondering whether or not their responses are "right," and in the end, risk losing sales. People just want a little help; they want starting points. They want the art to "make sense." Easy-to-understand explanations also make art harder to dismiss. They get viewers more deeply involved. Think how fast you dismiss things as you go about your daily lives, especially things you have little or no information about. Don't let that happen with your art. Make sure anyone who stops, looks, and takes the time to ask, stays stopped for as long as possible.

Perhaps the most important key to "selling" your art, both literally and figuratively, is giving people reasons to care. With all the other stuff out there for people to care about, why should they care about your art? Why do you care about your art? That's a great place to start. If you can convey and convince in a simple sentence or two why people should care about your art the way you care about it-- you gain fans and followers, and ultimately make sales.

These same principles apply when explaining and showing your art at galleries-- you're going a little more in depth, of course, but everything else about your presentation is essentially the same. For you to get a show, gallery owners have to feel confident that they can sell your art. Just like you, they have to convince their clientele your art is worth owning. Each time you meet, speak, or correspond with a gallery in hopes of getting a show or representation, they'll be listening carefully to everything you say, how you say it, and trying to figure out if or how they can effectively convey that information to potential buyers. They have to take what you give them

and translate or transform it into compelling sales presentations. Not even galleries can sell your art without your help.

Presenting your art online is no different. Anyone who happens to see an image of your art anywhere while doing the daily scroll, and likes what they see will likely check you out further. They'll search for images, website, social media pages, etc. So you'd be well advised to have basic introductions or welcome statements for anyone who visits and wants to know more. The easier you make it for them to feel like they've got a grip on what they're looking at, the better your chances of successfully converting them to followers and selling more art.

I see plenty of great art by plenty of successful artists every day, and one characteristic almost all of them share is that they've figured out how to distill their work down clearly and directly for anyone who cares. Sure, these artists are perfectly capable of going deep when someone asks, and they do all the time, but they also know that the more people who are able to understand and appreciate their art on a variety of different levels, the more rewarding their art careers will ultimately be.