

Selling Art Now

You CAN Sell Your Art Online!

With a helping hand and a solid plan, you too can successfully sell your artworks without having to spend all your time doing it!

Christina Bonnett
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Help Is At Hand – Our Aims

With a helping hand and a solid plan, you too can successfully sell your artworks without having to spend all your time doing it!

My aim is to keep you creating your art while the sales happen in the background and with the minimum of fuss.

If you have been doubtful that people will buy art from the internet, the least this will give you is the knowledge that people DO buy art online.

The thing is, you need to put your work where the people who love to buy can find it.

I hope you will let me point the way. If you haven't already, just go to my website '*Selling Art Now*' and sign up to my newsletter.

The three collected Articles (Section 2) below my report will give you some insight into the level of enthusiasm and confidence of those who can make a success of online sales in the art world.

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Make Money Selling Art - Introduction

So you want to make money by selling your art online. Perhaps you have been creating art for years and want to make money while enjoying your hobby, to help pay for materials, or perhaps you want to boost art career so that you can do it full time.

Whatever your goals, you need to put techniques and practices in place to bring your work to the public and using the internet can be an inexpensive way to do just that.

If you don't know where to start or the techniques that you are using now are just not working, some help with the steps you need to take is vital. I have written this report to guide you with tips and techniques that will help you make a start towards making money selling your art.

The Important Steps That Lead To Making Money Selling Art

Your Business Attitude needs to be that of an already successful artist. You need to be clear about what you want to achieve and the purpose of selling online. Ask yourself what you really want from the business.

Do you want to raise your profile so that influential Galleries will show your work? Or perhaps you want to sell just one line of items featuring your art? Some artists want to highlight the work they do on commission and others want to create a collection of affordable prints. Some Like to have one side of their art selling well to give them a secure living that will support their experimental work. There are probably as many approaches to selling online as there are artists trying to do it, so don't be afraid to embrace and express your own desires and explore another side of your creativity.

The main thing to remember is that having a presence online will raise awareness of you and your art – and that might be enough for your purpose. You will still need a professional attitude towards your offline endeavours.

Step 1: Accept that selling art is a Business

It's true that creating art is the most important part, but once you know you want to sell your work then a business mind-set becomes very important. Like any business, there are a number of techniques that will make your business a success.

There is more to selling art than just creating the pieces to sell. Dealing with money means that there is indeed a business involved..

Again, like any business, planning a strategy and attending to details is an integral part of success. Working things out as you go may be appealing but it is important to plan for success, a part of which is being in control of the money side of business. More about dealing with the money side later.

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Step 2: Discover your Audience

It is important to first find your audience. You want to be displaying your artwork to people who are actually interested in buying artwork.

Who are your customers and who is your ideal client? Try to picture the type of person your ideal customer is.

Ask yourself some questions about the person you visualize.

- How old?
- Male? Female?
- Where do they live?
- What is their income?
- Do they own their own home or do they rent?
- What are their interests, hobbies and lifestyle?

You may have more than one kind of person that fits! Well then, create several of these people, and make them as real as possible so that you can learn how to communicate with them and satisfy their needs and desires.

Consider this also when constructing your ideal customer:

- Where are they? Do they spend all their time at work? Where do they go to relax?
- And where do they go to buy art?

This is important because different people shop in different ways. Some go to events and others go to fixed venues and others just buy because they know about the artist and will buy where they find the work. Consider this: Fairs and shows are effective because people attending these events are specifically there to look at, and possibly purchase art. They have the money with them (in some form) to do just that and they are also prepared to spend the money set aside for this purpose. Many will even spend more than planned to acquire the right piece.

You will not be able, nor need to appeal to every kind of person. This ideal person will determine the route you take to sell your art. There are many ways to get your work in front of people who buy, and the method you use needs to fit in with how you want to work. Indeed, your online art may be very different from the work you sell in your studio, for example.

Many artists sell objects online using their artistic talents merely to fund their studio where they do their more 'serious' work!

Step 3: Choose Venue Types

Think about your goals. Are you aiming to show in galleries, shows or events, perhaps you want to only sell online?

Many artists have found success in displaying their artwork at art shows and outdoor festivals, and your online efforts can ensure that art lovers know about your events and seek you out.

Think about whether you want to sell in established online galleries and whether you want your own online shop.

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These decisions can affect your approach and how you are perceived, but they are flexible and can be re-visited later on.

Each of these venues can support the other and increase sales in both, and you can start small and grow. However some high-end galleries require exclusives so if that is your aim you will need to consider *What* you will sell online.

Step 4: Attend To Your Customers

Just like any job that is commission based, your profit depends not only of the quality of the art which you are selling, but how it is presented, and most importantly, how you handle customers. Your ultimate success depends upon *How* you relate with the people who may become potential buyers. Being able to create lasting relationships with potential buyers will greatly increase the possibility of these individuals becoming loyal customers. Building a relationships with potential customers should be done before presenting them with anything to buy, and can be started before you have anything for sale online!

Once you have made a sale, however small, you want to make sure that you take care of your customers and satisfy their needs. Each individual who pauses to look at your work deserves attention. Your customers want to feel like they matter and a person who has bought once and felt they received value may be more likely to purchase another piece of your artwork.

Step 5. Pay Attention To The Money

Do you need to charge VAT or sales tax or does your gallery do so? Will others charge a commission for showing your art? If so, how much and what is the least amount you are prepared to accept for your work and how does that affect your retail price? How does the price of a smaller piece of art affect the price of a larger piece? You must be realistic about what your art is really worth.

Inevitably there will be costs involved. Every venture requires some investment and there are likely to be ongoing costs both in time and money to maintain the business.

Think also about the Value of these costs: What is your exposure to more customers that you could ever reach offline Worth to you?

Some careful number-crunching in advance will ensure you make a profit and that you don't find you have undercut an important gallery and ruined your chances of exhibiting with them.

Step 6. Schedule Your Business Work

Allocate a proportion of your time to spend on the Business of your art.

It is a good idea to make sure you spend time on the business. Everyone's circumstance is different and the amount of time you spend will affect progress. Even if you decide to set aside a period of time to begin, you will need to include regular updates in your plan and a schedule will help to develop a habit. Tasks will be easier to complete in smaller bites too. It doesn't matter whether the time is early mornings or night-time stints, or even weekends only. Just make sure they are written into your schedule and that others know those times are important.

For those that find it hard to convince family and friends that their time spent on creating art is important - make a similar schedule for that and make sure you are not interrupted!

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Why Selling Art Online Can Make You a Well Known Artist

Having a presence online is a must these days. Remember, most people look for information on the internet. They look for information about people and goods, and subjects that interest them. It's almost as though if it is not on the internet, it doesn't exist.

When you have a presence online in several different places, it confirms that you are real and that your work has value.

Your 'presence' will include your own website, your social profiles, things you have written and things that have been written about you and even videos showing you or your work. When all these elements are of the highest quality they will be discussed and shared, having the potential to reach a large number of people. Far more people than you could ever reach in a bricks and mortar shopfront.

You mustn't feel that you will lose your privacy when you appear all over the internet. Everything can be about you as an artist, your inspiration and how you work, where your work can be seen, the materials you use and what you are working on at present, and perhaps your likes and dislikes in the art world. You can reveal as much or as little as you like but a degree of opinion is advisable. Your take on things need not compromise your privacy, but the more people FEEL they know you, the more they will like you and trust you.

And every marketer knows. People buy from those they know, like and trust.

Next: How Do You Learn Tips and Techniques To Make Money Selling Art?

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How To Learn To Be Successful Selling Art

Find courses on how to achieve a great presence online. Find other artists that are successful and do what they do. Find out what they do online and copy them, not their work, but their methods, the things they do online and the places they sell. Many very famous artists have no more than their own website themselves but their online presence is large because they have institutions or hugely famous galleries behind them. Unless you are part of that scene, you won't be competing with them; you only need to stand out among the millions of other artists just like you.

Artists use many techniques to make money selling art and they are different for each person. Many artists spend years of testing and trying different things, adjusting techniques and discovering tips that work for them. Discovering these techniques and tips on your own can be difficult. It takes time to talk to large numbers of people, try out their ideas and adapt their knowledge to work for you.

However, there are several successful artists and art promotion experts willing to share their secrets, tips, and techniques so that you can bypass that learning curve and begin making money selling your art now.

There's no doubt that you can find out how to get your hands a wealth of knowledge and information that will not only expand your knowledge of the art market world, but will also provide you with information to help you on your way a successful career as an artist. A lot of time spent on research may lead you to the most useful information in the end.

Simple Steps You Can Take to Get Started RIGHT NOW

If you want to make money doing what you love as soon as possible, read my steps and understand what they mean for you and decide on your priorities.

If you haven't already, sign up to my newsletter. While pursuing my own art business I discover multiple ways of making money with my art. I discover where to find the best ideas, techniques, and processes that have already worked to make many artists successful and I will share them with you. I will seek out the best courses of action, test them and practice them and, whenever possible, let you know what works.

I am expanding the Selling Art Now Blog to bring you great tips and techniques on how to make money selling your art so why not go to the Selling Your Art Blog.

<http://www.sellingartnow.com/blog/>

When the time is right we may meet on social media where artists with similar goals can share and discuss what is working for them.

Next: These three collected Articles will give you some insight into the level of enthusiasm and confidence of those who can make a success of online sales in the art world.

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Section 2 - Articles by Other Authors

Make Money Selling Art

EzineArticles Expert Author Lindsay Sliwa

Are you interested in learning how to make money selling your art? Have you been creating art for years and want to make a profit off of your hobby or get your art career up and running? Don't know where to start or are the techniques that you are using now are just not working? Your best bet is to investigate tips, techniques, and processes that have already worked to make a number of artists successful. Thus, I have written this article to tell you how you can find these tips and techniques that will get you on the road to making money selling your art.

Creating Your Business

There is more to selling art than just creating the pieces to sell. Dealing with money means that there is indeed a business involved. And like any business, there are a number of techniques that will either make your business a success, or a failure.

It is important to first find your audience. You want to be displaying your artwork for people who are actually interested in buying artwork. Many artists have found success in displaying their artwork at art shows and outdoor festivals. This is important because people attending these events are specifically there to look at, and possibly purchase art. Thus, they have the money to do just that not only with them, but they are also prepared to spend the money for this purpose.

Just like any job that is commission based, your profit depends not only of the quality of the art which you are selling, but how your exhibit looks, presentation, and how you handle customers. How you work with the people who may become potential buyers is important, as you may be able to create seller-buyer relationships with the possibility of these individuals becoming loyal customers.

In any case, you want to make sure that you take care of your customers and satisfy their needs. Each individual who stops by your exhibit deserves attention. Your customers want to feel like they matter (and if you want to make an actual profit, they do), and thus may be more inclined to purchase a piece of your artwork.

Your business Attitude

Like any business, planning and thinking out the details is an integral part of success. It usually isn't enough to work things out as you go (the "see as I go" mentality).

It is important to plan for success, which means knowing how to deal with the money part of business. Do you need to charge sales tax? If so, how much? How does the price of a smaller piece of art affect the price of a larger piece? And how much is your art really worth?

SO HOW DO YOU GET GREAT TIPS AND TECHNIQUES THAT WILL HELP YOU MAKE MONEY SELLING ART?

The tips and techniques that artists use to make money selling art are different for each person. For many artists, it took years of going through a learning curve and trying different things, adjusting techniques and discovering little tidbits that seemed to work for them. However, getting hold of

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these techniques and tips may be difficult, as they may involve talking to a large number of people and tweaking their knowledge to work for you.

However, there are several successful artists out there that are willing to share their secrets, tips, and techniques so that you can bypass that learning curve and begin making money selling your art now.

So to find great tips and techniques on how to make money selling your art, go to the Selling Your Art Blog. There you can find out how to get your hands on knowledge and information that will not only expand your knowledge of the art market world, but will also get you on your way to start successfully making money doing what you love.

Article Source: http://EzineArticles.com/?expert=Lindsay_Sliwa

Article Source: <http://EzineArticles.com/4760666>

Reminder :

Click Here to Discover How You Can Sell Your Artwork Online

<http://www.SellingArtNow.com>

With a helping hand and a solid plan, you too can successfully sell your artworks without having to spend all your time doing it!

My aim is to keep you creating your art while the sales happen in the background with the minimum of fuss.

Nothing is achieved without work or investment, but knowing what to prepare and how to organise your information will shorten the journey to having a presence online.

All the necessary ingredients can be put in place to make sales.

What Are The Advantages of Selling Art Online?

EZINEARTICLES EXPERT AUTHOR JULIETTE TRAVERSE

Web-based artist networks, art marketplaces, and online art galleries are helping artists who are selling art online, a more and more common practice as time goes by. More often than not, selling your art online on your own can be an experience that disenchant many artists with the prospect of selling art online using any tool; even a personal website can be difficult to manage in comparison to an online gallery account.

The online art market is growing considerably, and with online art sales on the rise, it is proving to be an increasingly fruitful avenue for artists, even compared to traditional methods for selling art as an artist. Previously established networks like those used by online art marketplaces and gallery settings have many things going for them that personal websites do not, namely the ability to draw on greater authority rankings that help them appear higher on search engine results. Larger sites

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draw a large portion of the market of online art buyers looking for artists who are selling art online. These buyers are already seeking art to buy online, and are open to the prospect of purchasing directly from the artist. Selling your art online can be difficult if you are only selling from your own personal website. Increase the scope of the audience who can potentially see your work by including your pieces in an online art gallery or marketplace!

Traditional galleries have the problem that they are highly localized in their traffic, whereas with the online revolution, someone in England can buy a painting or sculpture piece from an artist in Hawaii, arrange for shipping, and pay the artist directly. Galleries also have limited wall space, which is not an issue when you're selling your art online.

Many websites have sprung up to help artists with the task of selling art online; they often charge a nominal fee, some one time, some annual, and some taking a commission of each sale an artist makes, but no matter the payment model being used this is often much less than an artist would pay to display their work in a traditional brick and mortar venue. A virtual listing for a piece of art allows the artist who is selling art online to display at least one image, often more, of their work as well as a description of the piece that can be key word optimized for better search engine exposure, and contact information for interested buyers. The advantages of selling your art works online are numerous, and center around the several ways that you can save both money and time. Your worries over maintaining a physical gallery space are over if you decide to work on selling your art online! No more rent and maintenance worries, no more adjusting your schedule to fit that of the gallery, with online art sales it is all between you as the artist and your buyer, and that is as it should be.

Compared to selling art pieces online, gallery sales are a lot harder to come by. But just because there is greater potential for an artist selling art online to make more sales does not mean that these sales will come without a little effort on the part of the artist. The way the internet works for someone selling art online it is all about your 'findability'. So when someone searches for something using a specific word or phrase, the websites which are ranked best for those terms come up in order of relevance and importance. The better you describe your work when creating a listing on an art sales website, the better chance you have of making a sale. Now this does not mean that you should find a list of popular search terms for selling art online and cram as many of them into your description box as possible, but rather select a few that are most closely associated with your piece or gallery as a while, and work those into your description text.

Making a sale using your new online gallery pages can be fun if you want it to be. This does not mean that marketing yourself effectively will not require a little effort on your part, but if you let yourself enjoy the challenge, it can be a very rewarding way to see the fruits of your labor ripening on the vine. Promote yourself and your work through social networking sites like Facebook and Google+ with links to your gallery and pictures of your work (make sure to use watermarks to protect your unsold pieces) and encourage your friends and contacts to share these with their contacts as well. Selling art online doesn't have to be expensive or time-consuming if done correctly, so stay tuned for more information how to sell your art online and all the benefits you can expect to enjoy!

Are you considering selling art online? If so, check out Artweb.net, one of the best online art marketplaces on the internet. Buying and selling art online has never been easier!

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Article Source: http://EzineArticles.com/?expert=Juliette_Traversen

Article Source: <http://EzineArticles.com/6702734>

Reminder :

We can give you the helping hand and a solid plan you need so that you too, can successfully sell your artworks without having to spend all your time doing it!

If you haven't already, Sign up for you own Free Report and a few days later, you will receive a Free Email series to help you make a start.

Selling Art - How Do I Learn the Business of Selling Art?

How do I learn the business of selling art? For upstart artists, this is the most important question that they can ask themselves and the most crucial to find the answers to. One mistake young artists make and even some older veterans make is they think of their art as an artistic creation rather than a business.

The truth is, if you intend on selling art you're in the business of selling just as much as you are the art of creation. It is just as important for you to learn the business of selling art as it is the business of creating your art. While there are many opinions about how selling art should take place there are some solid business ideas that should go behind the selling of art.

Marketing your art is the most difficult and time-consuming part of being in the art business. It is important for you to realize all the available art marketing options that you have today. Some of these include newspapers, radio, TV, and Internet just to name a few. Each one of these comes with a positive and negative side, but not understanding the benefit to each possesses and how to harness these marketing outlets will substantially increase the duration in which the artist makes little if any profit.

Out of the before mentioned, art marketing options. Probably the most beneficial to an upstart artist would be the Internet. There are more opportunities via the Internet to get your name and art in front of millions of people than in any other conventional way.

When starting out in the business of selling art you should consider creating a website, blog, Facebook page and a Twitter account. Your website should showcase your work and be a place to sell your paintings online. Use your blog to keep potential buyers informed of your activities in any new or recent paintings that have been added to your website. Use your Facebook page to engage potential buyers and create frames and lasting relationships that can help foster or encourage others to buy your art. A good use of a Twitter account in addition to trying to make daily posts on your twitter account you should also set it up to post short clips of your blog postings.

If you are interested in the business of off-line marketing in here are some ideas for getting noticed. Participate in local events such as art fairs, charity auctions or the like. By participating in your local community you will build a name and reputation for yourself and you will be able to tap some

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additional off-line resources such as radio or TV or even a write up in the local newspaper. Something to keep in mind is to try and not oversell yourself, but rather let the business of selling art become second nature to you and a part of who you are. Today, buyers are just as interested in the story behind the artist as they are the quality and beauty of the art.

ART GALLERY OWNER AND INTERNET MARKETER, JUZER KIMTI IS THE AUTHOR OF "HOW TO CREATE YOUR OWN ARTIST WEBSITE-FAST AND FREE".

Article Source: http://EzineArticles.com/?expert=Juzer_S_Kimti

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