

Checklist to Selling Your Art Fast!!

- Online Sales**
Research some of the online market places. Set up an account and get selling online!
- Social Media**
Make sure you have an Instagram and Facebook page (separate to your personal profile) and start posting regularly! Share your story and process along the way and engage in conversations on a regular basis with your followers.
- Facebook Groups**
Get involved and join some good Facebook groups where you can share your work and join conversations! People often need to see you both on and off line before they buy from you.
- Website**
Have a functional and up to date website where you can confidently send people that ask about your work. Have a good amount of top quality images of your work on your site with all the relevant details that a buyer might want to know about.
- Pricing Your Work**
Know how to price your work correctly. Don't over price but don't underprice either! Check out the prices of other artists who are at the same career level as you and be consistent in your pricing so there is no confusion and you can answer price questions quickly and confidently.
- Talking About Your Work**
You need to be confident to talk about your work to your buyers. Potential buyers often ask about artist's inspiration, materials used and how long you have been in the game. Sounding and looking confident really helps sell your art! Don't be afraid to tell people a bit about yourself. As they say, 'Facts tell, stories sell'. So tell your story and build a relationship with the buyer.
- Be Consistent**
If you want to sell your work at a higher level through commercial galleries you need to show that you are hardworking and consistent over a long period of time. Serious collectors of art don't want to invest in an emerging artist that is here today and gone next year. Build your CV and exhibition history consistently to demonstrate that you are in for the long haul and worth investing in!