5 Tips for selling your Art!

1) FIND YOUR NICHE

After dabbling in many genres and mediums I finally realized oils were my strong suit, and telling stories through commissions and themed series is where my heart sings. Figure out what EXACTLY it is that you offer and rock that.

2) DOCUMENT YOUR PROCESS

People love seeing polished work but even more so, they want to see your process. They want to see you in your studio. They want to see tools in your hand. Show us your steps...take us on a back stage tour. Process reels are all the rage.

@katyscanvas

www.katyscanvas.com

continued...

3) USE THE IG ALGORITHM

IG is one of the best tools for todays artist. Let it work for you. Post at peek times (7-9 am and 7-9pm). Use hashtags that have around 10k posts. Make beautifully curated, consistent posts (don't worry once a week is enough). Use reels or carousels as people will linger longer.

4) HAVE A PRICE STRUCTURE

I cannot stress this one enough. A lot of people will be interested in your work, but they may not know the cost of original artwork, and that's ok. What isn't ok is you undervaluing yourself and your work. Once you have a pricing structure it is easy to send off to potential clients. Check mine out on my website or IG to give you an idea. You can use canva or something similar to create it. Let people walk away if they must. Your work isn't overpriced, they simply may not be able to afford it at this time.

@katyscanvas

www.katyscanvas.com

continued...

5) KNOW YOUR WHY

Remember why you started. Most people don't get into art to make money. But we all need to eat, and today's world could use a lot more authenticity decorating it's walls. Don't let the business side of selling art diminish your creative energy. Don't let yourself get bummed when a post doesn't get any traction or a client walks away after seeing your prices. Don't take it too seriously. If you find yourself getting drained take a break from the business side of things. Continue to learn, continue to grow, but more than anything continue to create, even when no ones watching....especially when no ones watching.