

**Art Marketing, Pricing, Publishing and Selling 101**

**ART MARKETING**

1. Self promotion... what every great artist has in common!
2. Common marketing channels
  - a) Websites: Custom v. Canned v. Social Networking
  - b) Artwalks, farmers markets, street fairs
  - c) Strategic alliances”: donations to nonprofit, murals, coffee shops etc.
  - d) The agent
  - e) Galleries
    - i) Traditional galleries v. co-op galleries v. pop-up galleries
    - ii) Solo v. group shows
    - iii) Wholesale orders v. consignment
    - iv) Contracts –term, geographic or subject exclusivity, pricing, payout schedule, logistics etc.
  - f) Trade shows – trade show vs. retail
  - g) Traditional publishers

**ART PRICING**

1. Understanding what the customer is buying? -Why the cost-plus, or price per inch doesn't work.
2. BUY ART... so you know what it's like to be in the client's shoes
3. Common pricing strategies for fine art
  - a) Start reasonable, increase with demand...
  - b) Premium pricing
  - c) Product line pricing
  - d) Product bundling pricing
  - e) Geographical pricing
  - f) Promotions: rewarding loyalty, show specials

4. Commissions -best Practices
  - a) Delivery timeline
  - b) Payment schedule
  - c) Schedule fixed review session. Hourly rate applies thereafter

### **FINE ART PUBLISHING**

1. What is Publishing and why do artists publish?
  - a) Publishing Methods: Giclees vs. Lithographs, Serigraphs, Bock Printing, Canvas Transfers, etc.
  - b) How is a Giclee made?
  - c) Making your giclee special...
    - i) What is an Edition, Series, Edition Size? A/P? L/E? H/E? G/E? SNE?
    - ii) What is embellishing?
    - iii) What's a remarque?
  - d) Certificates of Authenticity –do I need one?
2. Considerations before Publishing: The artist at the crossroads? What is your art for?
  - a) Diluting your artwork
  - b) Mass production
  - c) "The Commercial Route" v. the Museum Artist

### **PRINCIPLES OF SELLING ART**

- 1) The Artist as the salesperson -an unstoppable combination.
- 2) Understanding the customer
  - a) Why do people buy art? The right-brained and the left-brained client.
  - b) Most people are just "looking for something pretty"

- c) Prestige, bragging rights, hanging parties, spending the husband's money
- 3) General stages of an art sale
- a) Prequalify: Can they buy? What do they want to buy? When are they ready to buy?
    - i) Sample questions: Do you currently collect? Are you an artist? What's your favorite piece? This is my favorite... what do you think? Have you been to this show/gallery before?
  - b) Presentation / Establishing legitimacy / Building Rapport (a dance, not a lecture)
  - c) Close –Asking for the \$ (a true measure of success)
  - d) The moment of silence
  - e) Rebuttals / Negotiation
    - i) Common Negotiation / Concessions
      - (1) Customizing the piece –dedication, remarks, embellishing, photos, hanging, sketches
      - (2) Discounts –present or future; keep it reasonable
      - (3) Bundling
      - (4) Keep it in perspective... what's your "Best Alternative To a Negotiated Agreement" (BATNA)?
  - f) Re-close
  - g) Contact information and follow-up
- 4) Selling techniques -Hard sell vs. soft sell? Developing your selling style...
- 5) Repeat sales –creating long-term relationships and a collector base
- 6) Approaching a Gallery
- a) Make an appointment
  - b) Come prepared –portfolio, tear sheets, website, sample pieces, prices
  - c) It's an interview, prepare for it!
  - d) Reviewing the contract / agreement