



ARTSY SHARK TOPICS GUIDE

Artists and the Changing Marketplace

The art world is in transition, led by technological innovation. What does this mean for artists? The marketplace is now global, not local. Technology has expanded options for selling, and for creating art. It's removed barriers to the market, leading to a crowded marketplace where it's hard to stand out. This talk discusses the enormous opportunities now available, as well as challenges.

Market Channels Overview

What is the best way to sell your art? Most artists have more than one stream of income. Different market channels are available, using "business to business" and "business to consumer" models. This talk is an overview that covers Retailing, Consignment, Wholesaling, Art Licensing and the Corporate Art Market as potential markets and explains how they work.

Present Your Best Portfolio

Create a body of work in a cohesive signature style that shows your art to its best advantage and communicates what you want to share with the world. Professional presentation gets you taken seriously. This talk covers specific types of photos, how to use them, and how to create supporting collateral. Use your portfolio to sell more art, get juried in, or reach your goals.

Art Marketing Strategies

This presentation will transform how you approach marketing. How to understand your target customer and build a compelling message to reach them. Traditional and new marketing methods, with creative and unusual examples. How to start a marketing calendar, get publicity, design email marketing campaigns, press kits and more.

Sales Strategies for Artists

Work smarter, not harder. Strategies will be presented that enable artists to design for collectability, leverage their strengths and assets, and scale their businesses. How to increase every sale, create in multiple formats, spread your product offerings and reach new audiences. The power of repeat and referral sales, and how to drive them.

Pricing for Profit

Incorrectly pricing your work can bankrupt your business. This critical session will help you get a handle on expenses and use the correct pricing formula to grow your creative business. What defines “profit” and why is it essential? Learn how to add value to your work. This talk is in two parts: pricing for wholesale/retail and pricing for fine artists.

How to Sell Art Online

Online sales of art and handmade goods are growing every day. This presentation addresses the many options to sell work online, including third party sites and the artist’s own website. Learn how to avoid the most common mistakes made in online selling; how to give the best presentation, drive traffic to your site, create an impactful shopping experience for customers, engage in follow up marketing, and lead to the sale.

Build Strong Gallery Relationships

How do galleries find artists? Top 10 ways to connect with an art gallery, plus strategies for building strong, sustainable relationships that last for years. Includes discussion of consignment contracts and best practices.

Building an Effective Art Website

Every artist needs a website that is inviting to the reader, shows artwork beautifully, and contains certain elements that make marketing and sales much more effective. Steps to create a website presence and message that works and how to avoid the biggest mistakes artists commonly make.

How to Wholesale

The advantages of wholesaling; how wholesale blends with other sales streams; terms and minimums; what buyers need; moving from consignment to wholesale, negotiation strategies; niche markets.

Making Work that Sells

How to create a body of work in a cohesive signature style. Sources of inspiration; building a collection; working in series, design and detail; establishing a brand. Understanding trends; adding value to your work.

Introduction to Art Licensing

How licensing contracts and royalties work; how to market your art to potential licensees; working with licensing agencies; exhibiting at industry trade shows. How to best put together an effective portfolio for licensing, and structure your art website for licensing purposes.

The Corporate Art Market

How do artists sell their work for display in offices, restaurants, and other business environments? Learn the basics as well as advanced techniques. How to sell to architects, interior designers, building managers, curators for hospitals, and other venues.

Getting Juried In

Artists who want to get accepted to exhibitions, shows and fairs often make the same mistakes, resulting in rejection. This talk, by an experienced juror and judge, examines best practices and steps to success. Includes how to select the right competition, how to apply, presenting your best portfolio images and supporting information.