****

**ARTSY SHARK TOPICS GUIDE**

**Artists and the Changing Marketplace**

The art world is in transition, led by technological innovation. The marketplace is now global. New technology has expanded options for making and selling art, and removed barriers to the market. Blockchain is the next step which will revolutionize our world and our industry; this talk addresses what that means, and includes NFTs, smart contracts, and a look at the future of doing business as an artist.

**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 perceived value to your work, and get creative with pricing tiers, packages and more.

**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, exclusivity, 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 createa body of work in a cohesive signature style. Sources of inspiration; building a collection; working in series, increasing collectability and leveraging your designs into different formats and products.

**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.