



How to Promote Yourself as an Artist....and Start Making Sales

Congratulations on becoming part of ArtGrad.net!

You now have your own virtual gallery space to exhibit your artwork, and manage as you wish.

Our advice is to keep it fresh and up-to-date so that it retains the buyer's interest.

If you sell a piece of work outside of ArtGrad.net, don't forget to update the site too!

It's also much better if you give each piece of work a real actual price.

There is one more thing that will give you that competitive edge to make sales.....and that is to **promote your artwork**.

Art sales are an extremely competitive environment.

There are many new artists graduating each year, so it's important that you promote yourself via as broad a range of routes as you can.

How to become known on the internet

- Each ArtGrad.net artist has a personal web address, e.g. www.artgrad.net/artist/JaneSmith
- Just look at the address bar at the top of the screen to see yours
- Promote this - tell your friends and contacts,
- Add this to your outgoing email signature,
- Keep your contacts informed every time you add a new piece,

- Multiply your contacts through using social networks like FaceBook, LinkedIn and Twitter,
- We use these sites too, so follow us on those sites and we can help promote you to new buyers,
- Participate in online discussion forums and create your e-reputation,
- Write articles and share your passion in a blog....or email Maria@artgrad.net

Maria is the PR expert at ArtGrad.net. She is always looking for good, new stories to mail to prospective buyers and share with the ArtGrad.net community.

What makes a good story for the blog?

- Tell your own story, what made you study art or design?
- Do you have a real passion that drives your work? What got you started?
- Explain your work – keep it simple and brief, what was your inspiration? What do you hope to achieve?
- Blogs are well indexed in search engines.
Make sure you use key words about your work that buyers will understand.
Think about what they would search for when they are looking to buy or commission artwork.
- Make sure you share your articles with Maria@artgrad.net who will be able to use them in special mailings to buyers



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What does ArtGrad.net do?

Artgrad.net is a global marketplace for all art graduates to exhibit and sell their work in a professional environment.

The ArtGrad.net virtual gallery has some of the most dynamic, new talent on board – having just graduated from Universities across the country.

Buyers are looking to test their powers of observation and skill to invest in some of the future art world's rising stars at www.artgrad.net – might it be you?