



How to Sell Your Art – Check List

First Steps

This is the first step on the ladder of becoming a professional artist and making sales that allow you to develop your work further.

Put your creativity to work and start building your reputation now.

Check List

- Network by joining artists' and creative groups to meet other artists as well as potential **customers**.
- Ask other creatives about how they are selling their work.
- Send out press releases and develop a blog to raise awareness of your work.
- Keep your ArtGrad.net web site page up-to-date to introduce people to your work.
- Build your own database of contacts and send out e-mail updates with links to your personal ArtGrad.net page
- Enter competitions,
- Use awards you receive in publicity for greater exposure about your work,
- Don't forget, ArtGrad.net runs a newsletter to buyers.
Email maria@artgrad.net so she can publicise you too
- Look for galleries that feature art complementary to yours.
- Be able to discuss your work convincingly and clearly to gallery owners, including how it's created and why it will appeal to their buyers.
- Be prepared to take a big financial hit for gallery visibility. Most take a 50 percent cut of the retail price.

- Build your reputation by having an open-studio sale.

Invite everyone you know including gallery owners to see your work firsthand.

- Devote some regular time to developing your business & marketing plan
- Keep your ArtGrad.net virtual gallery up-to-date, including if you sell a piece outside of ArtGrad.net.
- If you show at a gallery, beware of hidden costs.

Insurance and any additional framing, presentation or marketing costs may be passed along to the artist. Check with gallery owners.

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?