

What makes you look professional as an artist?

Confidence in your work - This would include your pricing and how you present your work . Your passion should show in what you do but also in how you present it to the world. Use the best supplies you can afford . Make sure that your art is fixed the way the venue asks for it to be . If they ask for it to be wired, make sure it is. Make sure it is labeled the way they want.

If you price your work below what it is really worth you are not showing confidence in your work. If you are just starting out selling your work you should look around your area and see what similar work is going for . There are many formulas for pricing out there. I use the square inch one . I use 2.00 per inch. For me a 10 x 10 would look like this $10 \times 10 = 100$ $100 \times 2 = 200$. So the price would be 200.00. Some people then add the cost of supplies. I don't because I'm setting my price per inch so high. I might in the future.

Be on time with things - Do your best to meet deadlines . If you do commissions make sure you give them a realistic deadline. If you are accepted into a show make sure to deliver your work on time and pick it up on time.

You need other Artists in your life

We should support each other. Ways to support your fellow artist - Share their post about shows they may have , go to the receptions for shows if you can . Other artists will help you find shows to sell as well as ways to grow your business .

Professional looking marketing materials

Artist Statement - It's what makes your art unique or it is what you want the viewer to experience when they look at your work. Don't use too much technical wording that most people don't understand.

Help with writing - I have been playing around with an AI program to help me write descriptions of my work as well as helping me come up with names for the work . Sometimes you just cannot think of a good name and it helps to get your brain going. The cost is not much, just 5.00 a month, but they do have a free trial with no credit card required. It is designed for artists.

<https://theobot.ai/>

Bio - Your art history (education, exhibits , awards ,so on)

Web Site - You need a good website with your own domain name , sometimes people will use their name in the business name and the domain name but whatever you use it should be easy to remember. Some easy to use websites that are drag and drop are **Squarespace, wix , shopify, Godaddy, .**

Images - You should try to have the best images of your work as you can. Many times they will get you into a show or not. They should be the size that the show is asking for. If they are not many times they will just move on to the next ones. I got to watch a mock jury one time and to see how they would just move on when the image was not good or not the size they asked for . It was a real eye opening experience. Sometimes it is better to pay someone to scan your image and color correct it for you. It can make or break your getting into a show. If you want to make prints it is also good.

I use a local guy to do this work for me. I put his contact info for you. I'm sure that people go about this in a lot of ways but for me it is easier to pay someone to do it than me doing it.

Printer- Bill Griggs
Pamor Fine Print
919- 559 - 2846
www.pamorfineprint.com

Sales Tax Number N C - [NCDOR](#)

Art Fairs and Markets -

Art fairs and markets allow you the artist to meet with and sell your art directly to the people .

Needed equipment

Tent and a way to hang art , a way to pack the art to move it safely to show, a way to take payment for art. You will also need weights on your tent . If inside, you need a way to hang art and set up a booth.

Most big shows will require a booth shot of your set up and may not allow the use of a pop up tent. They want everyone to use a heavier tent.

Places to find art fairs .

[ZAPPlcation](#) - a website that lists shows all over the county you apply to the shows through them . You will pay an application fee to apply that is nonrefundable . You also pay for your booth through them.

CaFE - Has art fairs as well as other opportunities

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