

Collectors Group Free Training

Why

- Build a buzz for your artwork.
- Let people see and know that you're an artist.
- Start making some money with your art.

Misunderstandings

ART COLLECTOR

- An art collector is a person who acquires, owns, and often displays a collection of art objects. Art collectors may collect works of art for personal enjoyment or as an investment.

This does not state an art collector has to purchase art at a "particular price."

- Other terms for someone who does or will purchase your art:

*Customer

*Client

*Buyer

*Patron

*Enthusiast

*Art Lovers (Amy's term)

BUSINESS IS HARD

- Change to: Business is fun and easy.
- Yes it will have its challenges but so does regular daily life.

- You don't need a degree to sell your paintings.
- The moon and stars do NOT have to be aligned for you to start marketing and promoting yourself as an artist. Just **take Action!!**

Let's DO THIS!

Video training HERE

<https://youtu.be/WmP8GlgXcg0>

Step 1, NAME

Tips:

*Use **your name** because you want people to know this is "your" artwork and "you" are the artist.

*Add to it if you want. Some ideas... art lovers, collectors group, VIP art group, abstract paintings, acrylic paintings, landscape art etc.

***Training example:** Artwork by Juanita Kay

Step 2, PRIVACY

*Choose **private**.

Why...

- Cuts down on spammers
- More of a community feel
- Collect emails and other information with join questions

Step 3, VISIBILITY

*Chose **visible**

Why...

People can find your group. They can read the description and see how many members you have. They cannot see your posts or who the members are unless you accept them as a member of your group.

Step 4, INVITE FRIENDS

Skip this for now. Unless you want to invite one person. You can invite people when you complete your group set up and are ready to let people in.

Click>Create

Step 5, COVER PHOTO

***Click> Edit and upload a photo.** This should be a photo you have saved on your computer or phone.

Tips:

-If you're not techy, choose a single image of your art that is in landscape mode (horizontal). Make sure this is "eye catchy" and "clear".

-A bit techy, create one in Canva with these dimensions: 1920 x 1005

Step 6, GROUP SETTINGS

On computer, right side, under manage tab, scroll down and select “group settings”

SET UP GROUP

*Name and Description: click the pencil icon. Name will already be completed. Write in the description of your group. Make the first couple sentences really good! This is what people will see first.

Training example:

Discover artwork by artist Juanita Kay! Subjects of landscapes and florals to pet portraits. Paintings are created with acrylics, oils, watercolor and pastels. All art lovers are welcome here!

My own art group example:

*This group is for admirers & collectors of Amy Parker - award winning artist from NH. Discover her array of creations from home decor pieces to premium thought provoking art!

*Group is for Amy Parker's art only. No self promotion or spam of any kind allowed.

*New member intro / optional.

Idea: I appreciate you being here, Welcome! Thank you for your interest in my artwork:)

*Invite with link: only admins

*Location: optional

Step 7, **Customize group**

*Web address: change!

Training example: artworkbyjuanitakay

*Group color: optional

*Badges: leave as is

*Group affiliation: I suggest adding this to help with marketing.

Options: add your profile or page

Step 8, **Manage membership**

*Who can join the group: keep only profiles

*Who can approve member requests: Change to only admins and moderators!

*Who is preapproved to join: keep nobody

Step 9, **Manage discussion**

*Anonymous posting: I keep this off

*Who can post: keep Anyone in the group

*Require post approval and edits I keep both off.

*Edit post formats: choose what you'd like

*Sort posts:most recent

*Sort comments: most recent

*Default tab: discussion

Step 10, **Manage advanced settings**

*linked pages: link your business page if you have one

*Apps: Connect StreamYard and or Zoom (optional)

Step 11, MEMBER QUESTIONS

Find this on the right side under manage, scroll down and click on member questions.

Ideas:

Q1: What's your Best email so I can keep you updated on Fun Happenings?

Q2: What type of art are you attracted to the most?

Q3: How did you hear about this group?

*Group Rules: No spam.

Step 12, THANK YOU POST

Create a post, with your photo, thanking people.

Use this wording:

Did you know just by being here you're helping to support a living artist? I appreciate you being here. Thank you!

-Hit the 3 dots and pin this post to "Featured".

Step 13, ALBUMS

By using "albums" you can use this as your very own Art Gallery to showcase your work.

Ideas...

-Create 1 album to keep it simple or

-Create multiple ones to segregate your work. Example titles:
WIP, Sold but can Recreate, Available.

Training example:

Oils

Acrylics

WIP

FINAL TIPS:

- *Clear and smiling profile photo (CW we have a training on this)
 - *About me post or video
 - *Who to invite: anyone who shows interest in your work. Engages on your profile posts. Friends and family who want to support.
 - *Things to post: inspirational, wip, you actually painting, sneak peeks etc.
 - *Don't be afraid to toot your own horn.
 - *Marketing and promoting yourself as an artist is a long game not a quick sprint.
 - *Fake it till you make it.
 - *Find a friend doing the same thing and support each other.
 - *Take ACTION!
 - *Inside of collectors group you can offer Auctions, Shows or Parties. (Many trainings inside of Creative Warriors)
- *Jump on the Creative Warriors "Early Bird" waitlist HERE:
<https://www.amyparkerart.com/creative-warriors>