

Marketing Basics for Artists to Have Ready

You know that feeling when an opportunity comes up to show your work or apply for a residency and your heart sinks because you don't have anything you need ready to go? Here's a starter list of items to get ready now so you're ready to rock and roll next time, and every time after that. Seriously, do it now.

Company Name and Tag Line

This can be just your name, your name plus "art" "designs" "creations" etc, or something completely different.

Business Card

Include your name, business name, and contact information. The look of the card should fit with the style of your artwork.

Logo

This not have to be anything fancy or illustrative if that's not your style. But picking a consistent typeface and way of displaying your business name is important so that your business cards, website, social profiles are visually consistent.

Website

What you include on your website can vary based on the work but bare minimum for everyone: high quality images of the work, photo of you, brief about you page, artist statement about the work, contact information.

High Quality Photos of your Work

Getting your work documented professionally is an important step to completing it.

Bio

Who are you? What motivates you to make this work? Ideally, you should have a long and short version of this.

Artist Statement

This is similar to the bio but is more focused on the work and what it's about. Artist statements enrich the experience of your work for the audience. Ideally, you have a long and short version.

Inventory

Keep an organized list of what work you have available with the date completed, medium used, price, and where the work is currently located (whether at a gallery, business, or in storage.) Similarly, keep a list of items sold, date of sale, who they were sold through, who they were sold to, and for how much.