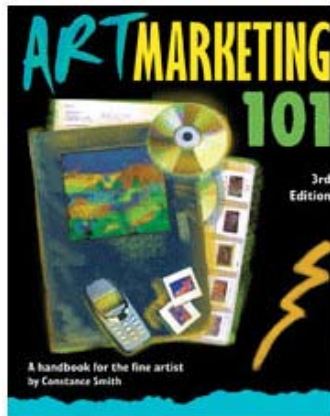


38 WAYS TO IMPROVE ART SALES

An excerpt from Chapter 21 of
ART MARKETING 101, 3RD EDITION



- Set aside a specific day and time each week for marketing.
- Create a quiet office space for your business.
- Start collecting names for your mailing list.
- Call five to 10 art world professionals each week.
- Spend one day visiting local galleries.
- Subscribe to an art publication for one year and read it.
- Enter a competition.
- Sponsor a community event.
- Host a studio party.
- Donate time to some charity. Let people know you are an artist.
- Barter your art for services.
- Support your statewide arts organization by buying an art license plate with your art-business name on it.
- Try to get an interview on your local radio station.
- What interior designer could you take to lunch?
- To what local business could you lease your artwork?
- In what cafe could you hang your paintings?
- Give out coupons with a Valentine's Day e-mail blast.
- What special offer could you make on a postcard to your clients?
- What storyline can you create for the local art writer?
- What previous client would be able to give you a useful referral?
- What sign could you put on your car to advertise your work?
- What bumper sticker could you create to give to your clients?
- Create an e-mail newsletter to send to clients.

- How much would it cost to put up a billboard at the entrance to town?
- Create an unusual, catchy name for your new group of paintings.
- Apply to the next local art fair.
- Start saying, “I am an artist.”
- Provide a specialized service that no other artist provides.
- Get a phone number that spells out something (or figure out what your current one spells).
- Be friendly with a competitor.
- Place your artwork in model home displays.
- Work with a local chapter of American Society of Interior Designers—give a talk at one of their meetings.
- Contact your local International Furnishings and Design Association chapter affiliation.
- Place a display of your work at the local library, associated with a talk you will give.
- Find a Realtor’s office that will let you exhibit. Offer agents a commission on sales.
- Create a gift certificate form.
- Check out your local doctor, veterinarian, optometrist, emergency room, hospital, medical facilities office. These venues often do have a budget for “decoration.” If they are not in the position to buy, offer a lease option.
- Smile at everyone today.

The list goes! For more ideas purchase a copy of Art Marketing 101, 3rd Edition