

Get Your Art Out There!

5 Tips To Help...

pop-up shop

Approach landlords of empty shops in your local area. Some are happy to receive nominal rent in exchange for you using the space as a gallery/working studio.

1.

online

Try social media first - Facebook, Twitter, Tumblr, Instagram and even Youtube. Or start a blog! Most of these options are free or relatively inexpensive, and not too difficult to set up. You can test the waters and build a following before deciding to branch out into building your own site/online shop/global empire etc. You'll be amazed at who will find and see your work through social media!

2.

photography

If you plan to sell your paintings and want to promote them, you need good photos of your work. If you want to create giclees (prints) of your work, you'll need even better photography (ie higher resolution shots) and/or scanning - it is sometimes worth hiring a professional in this case. Make sure you can adjust your image using Photoshop or similar program so that your work is square, in focus and well lit (ideally by natural lighting).

3.

composition

Think about composing your painting - how do you make it compelling? Try cropping it dramatically. Find out how much information you can leave out and still say what you want to say!

4.

framing

Unless a frame is going to save your painting - don't! Framing is a very personal choice for people - and is very expensive done properly. If you really want to frame, another alternative is to choose 3 or 4 standard frame sizes & swap your stretcher bars (of the same size) in and out of them.

5.

The main thing when selling your art is to have faith in yourself. Be confident! But take all feedback on board (be brave!). Getting outside your comfort zone is one of the best ways to grow as a person!

For more information on preparing your art to sell, [click here](#).

Good Luck.....!