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SMART ARTIST HUB

The background of the lower half of the page is a blurred photograph of an art studio. In the foreground, there are several blue plastic cups filled with various art supplies like brushes and pens. In the background, there are framed artworks on a wall. A large, light blue circle is overlaid on the center of the image, containing the main title text.

**50 WAYS
TO
INCREASE
YOUR ART
SALES**

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Ok, so you're ready to start making some money from your art, right?!

Too often, artists are told that they can't make money or a viable career out of their passion. While some artists might struggle to make ends meet, others make a good living by selling their work, and supplementing their income.

With more and more tools and platforms available, there are many ways you can increase your earning and turn your talent into cash.

50 WAYS TO MAKE MONEY FROM YOUR ART

You can make a
viable career out
of your passion.

FIND YOUR OPPORTUNITY.

50 tips on how to earn money from your art.



Making a living from your art isn't going to happen over night.

It's a hustle, and income will be inconsistent for a while.

Growing an art business takes time and a lot of creative thinking. At times you will have to create your own opportunities and step out of your comfort zone in order to see your income rise.

There are two main categories of income.

Active Income: Income that comes directly from actions you perform. Like commissioned work, creating original pieces or teaching.

Passive Income: Income that you earn without additional work put in. Like licensed work royalties, online subscriptions or affiliate links.

Enjoy the process of supplementing your income with your art. And keep in mind that there is no such thing as a "sell out". Because money earned from these opportunities are enabling you to make art.

There is no such thing as a sell out.

**“Making money
is art and
working is art
and good
business is the
best art.” -Andy
Warhol.**

**Enjoy the process
of supplementing
your income with
your art.**



Let's get started

1. Sell your original art online

For an artist just starting out, the art market can be a daunting place. However, online, things are much easier. There are countless platforms that offer artists the opportunity to sell their works. Getting your artwork into a suitable online art gallery is a good starting point for any artist.

2. Sell your original art or through brick and mortar galleries

Before you ask for representation, learn the ins and outs of galleries. Do your research and make sure your work is a good match for the gallery you are approaching.

3. Sell your original art through alternative venues

Venues such as local restaurants, or office spaces are often good places to get exposure for your artwork and make a sale.

“Hell, there are no rules here—we’re trying to accomplish something.” – Thomas Edison



4. Rent your artwork to local offices

Offices in our area might be interested in hiring a selection of your paintings for a monthly fee. You can offer to hang the artwork and rotate the pieces every few months to keep it fresh and interesting for your client.

5. Sell limited prints

You can make prints yourself or outsource this task. Selling prints up to a limited run increases the value but you lose the ability to sell the product when the limit is reached.

6. Sell unlimited prints

Selling an unlimited reproduction of your work is essentially no more than a poster on fancy paper. No person with any art knowledge whatsoever will purchase one for more than £100.

7. Print your artwork on t-shirts

Many websites provide tools to get your artwork, printed on a T-shirt. Sell your product online or at local events.

8. Print your artwork on postcards

Countless websites offer a card printing service – you'll be spoilt for choice. Sell your product online or at local events or local shops.

9. Print your artwork on merchandise

Have your artwork adorn merchandise such as cotton bags or cups. The list of opportunities is endless, and you can sell your merchandise online or at local shops or events.

10. License your artwork

Licensing is great to fill in the gaps when art sales are at a low or in a seasonal slump. Selling licensing for commercial usage is a big business. But before you jump in make sure you do your research, so you know how to protect your rights.

**"Nothing is particularly hard if you divide it into small jobs.
Henry Ford."**



11. Sell your work on Instagram

Follow online tutorials on how to sell your art on Instagram. Having a strong presence on Instagram will make it easier for your artwork to be discovered.

12. Make money selling on Facebook

The same goes for Facebook. Follow online tutorials on how to sell your art on Facebook.

13. Utilise YouTube

Offer tutorials or showcase the process of making your art on YouTube. Your number of followers and views will determine the amount you can make from advertising. A larger following can lead to potential sponsors and attract brands you might want to work with. You will then be able to monetise your social media outlets further.

14. Enter competitions and art contests

Start with smaller, local competitions to get some experiences. Smaller competitions are often free to enter and provide a good testing ground.

15. Commission a mural

Try getting permission to decorate the side of a prominent building with a large mural.

16. Apply for public art commission

Public art commissions are applications and proposals based followed by an interview. The fee is usually set by the commissioner.

17. Teach your art

Teach painting, drawing or anything related to your craft. Good places to start are local art clubs or schools, evening adult courses or kids after school groups. If there are none available in your local area why don't you go ahead and set up your own class?

"An artist cannot fail; it is a success to be one." - Charles Cooley



18. Teach art online

Share your knowledge online through video tutorials, workbooks or online courses. On your YouTube channel or on your website. There are also educational platforms such as Udemy or CreativeLive that broadcasts classes to an international audience.

19. Affiliate marketing

Get paid for advertisements on your YouTube channel or on your website.

20. Write reviews

Get paid to write art material reviews.

21. Be a Mentor

Coach and mentor others for a fee.

22. Get commissioned

Get a commission from a client to create an artwork from scratch. These can be individuals, companies, charities and government organisations.

23. Interior mural painting

Could you paint custom designs on children's bedroom walls? Approach interior design companies and tell your family and friends about it.

24. Open studio days

Sell your original art and other merchandise at open studio days

25. Art fairs

Local art fairs are a good way to get started. Larger art fairs are very expensive to attend, consider sharing a booth with other artists and split the costs.

26. Creative freelance work

You can bid for paid creative projects online on sites like Upwork or Fiver.

"Creativity gives hope that there can be a worthwhile idea." - Edward de Bono



27. Be your own boss

Start your own creative company, work with other talent to provide creative services for companies.

28. Art consultant

Utilise your knowledge of the art world, and provide comprehensive art advising to private collectors, businesses and corporate clients.

29. Art agent

As an agent you help sell the work of other fellow creatives for a commission.

30. Curator

Curate the work of other artists on a blog, in a magazine, or a gallery, and sell their work or other products for a commission.

31. Art Events

Host and organise creative events like art shows, performances, or talks and charge for tickets.

32. Creative Events review

Get paid to document, photograph and report on creative events such as art shows or music events. – local papers, radio stations, websites

33. Sell your skills

Write and sell a book about your art process and expertise.

34. Sell your experience

Write and sell a book about your experiences as a creative.

35. Freelance writing projects

Write and sell articles or get paid by publications to write them.

**"If you change nothing,
nothing will change."**



36. Commission based sale

Earn a commission through sales of other people's art, courses and products.

37. Pop up shop

Set up a pop-up shop and sell your merchandise. Take advantage of a temporarily empty shop-front, set up a tent or caravan at a festival, establish a stall or street stage in association with a sports event or community day. Wherever people are gathering, and space can be found there is a potential audience.

38. Pop up gallery

Set up a pop-up gallery to put on an exhibition and sell your and other artists artwork. Make use of empty spaces!

39. Grants

Art grants can be a total lifesaver. There are a lot of organizations that offer art grants and fellowships that support artists in creating their work, and free them up to concentrate on creating.

40. Licensing art

By licensing your art, you give other people permission to use your artwork in a specific way, over a specific period of time. This could be on prints, greetings cards, posters, clothing, or even marketing materials and souvenirs.

41. Interior mural painting

Could you paint custom designs on children's bedroom walls? Approach interior design companies and tell your family and friends about it.

41. Art on interiors

Use your talent for interior for example on wallpaper, cushions, lampshades and sell it online or to local shops.

"If people knew how hard I worked to get my mastery, it wouldn't seem so wonderful at all." - Michelangelo"



42. Art residencies

There are many residencies for artists to get away, network, and focus on their work. The length of the residency varies, and the amount of money granted to the artist varies too. Usually, board and travel are provided and sometimes a salary to the artist.

43. Work with seniors

The ageing population means older people are a great demographic for getting work. Being creative is keeping minds and bodies active. Retirement villages and nursing homes are ideal settings for your art and a place where you can find new clients to teach a workshop.

44. Work with kids

Childcare centres, kindergartens, after school art clubs, holiday programs, art birthday parties and the gift market are all waiting for creative offerings. The children's market is growing and huge.

45. Crowdfunding

An opportunity for funding is to crowdsource donations from family, friends and fans. There are many crowdfunding platforms available to artists. Conditions and costs vary. Some have 'all or nothing' models that depend on you reaching a target while others charge fees.

46. Monetize your Copyright

This should be a no-brainer but there are plenty of artists who have the right to copyright royalties and are not receiving them. Join a copyright collection agency for visual artists, Google yourself and chase up people who use your work without permission. You may be surprised how much more an old piece of work can earn.

47. Target new developments

Get in contact with housing developers in your area. New housing developments are always on the lookout for statement art and content to decorate their show homes.

“Don't let another day go by without putting your art first.” - Cherie Haas



48. Create your own project

A personal project is a way of creating your own dream job instead of waiting for someone to give it to you. Set yourself a brief and create the work that will showcase your skills and prove you have what it takes to deliver an extended project. It's a risky but increasingly popular path to making your art a viable commercial proposition.

49. Talk the talk

Conferences are big business and some pay speakers with expertise. Festivals, arts centres all hold panels and pay speakers. Whether for corporate events or as a guest lecturer at universities, there's certainly a market for creative thinkers to share the secrets of their art. Being able to talk fluently and entertainingly about what you do is a great way to get a little extra money to keep doing it.

50. Art parties

Arts and crafts classes and creative party entertainment for children of all ages is one option. But how about selling your art from home with the help of an art party? Invite friends and neighbours into your home to see your latest work.

**"Be the artist you are." -
Cherie Haas**

**Opportunities
don't happen.
You create
them.**

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