

Getting Started to Sell Your Artwork



Presented by

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Where to sell

- Galleries
- Direct to Public
- Internet Sales

Regardless of where you intend to sell, you must be prepared to show your product!



Preparations - Inventory:

- How many paintings/images?
- Originals
- Prints – on photo paper
 - Matted or Unmatted?
 - What size ?
- Giclees – on canvas. What size?



Preparations –Display:

- Tables – with table covers
- Walls – grids or panels
 - Need a way to hang artwork
 - S-hooks
 - Pins



Preparations –Sales Transaction:

- Business Cards
- Square – credit card processing
- Receipt Book
- Bags or packaging for carryout



Preparations –Portfolio/Contact:

- Website

Need some way for customers to see your work on the internet at their convenience.

Need contact information on the web.

People need to find you on the web.



Sell – to Galleries

What is needed:

- A portfolio, on the web or tablet
- Biography – about the artist
- Website
- Inventory – prints, giclees, originals
- Certificates of Authenticity
- A relationship with a gallery



Sell – Direct to Public

What is needed:

- A portfolio, on the web or tablet
- Website
- Biography – about the artist
- Inventory – prints, giclees, originals
- Certificates of Authenticity
- Display setup: tables and walls
- Canopy – some shows require a white canopy



Sell – from the Internet

Question:

Who is doing the order fulfillment?

Artist (you)

Or

Rep (someone else)



Sell – from the Internet

Artist – does the fulfillment

What is needed:

- A portfolio, on the website
- Biography – about the artist
- Good digital photos of your images for reproduction and for web
- Inventory – prints, giclees, originals
- Certificates of Authenticity
- Pack and Ship



Sell – from the Internet

Rep – does the fulfillment

What is needed:

- A portfolio, on the web
- Biography – about the artist
- Good digital photos of your images for art reproduction and web.
- Certificates of Authenticity



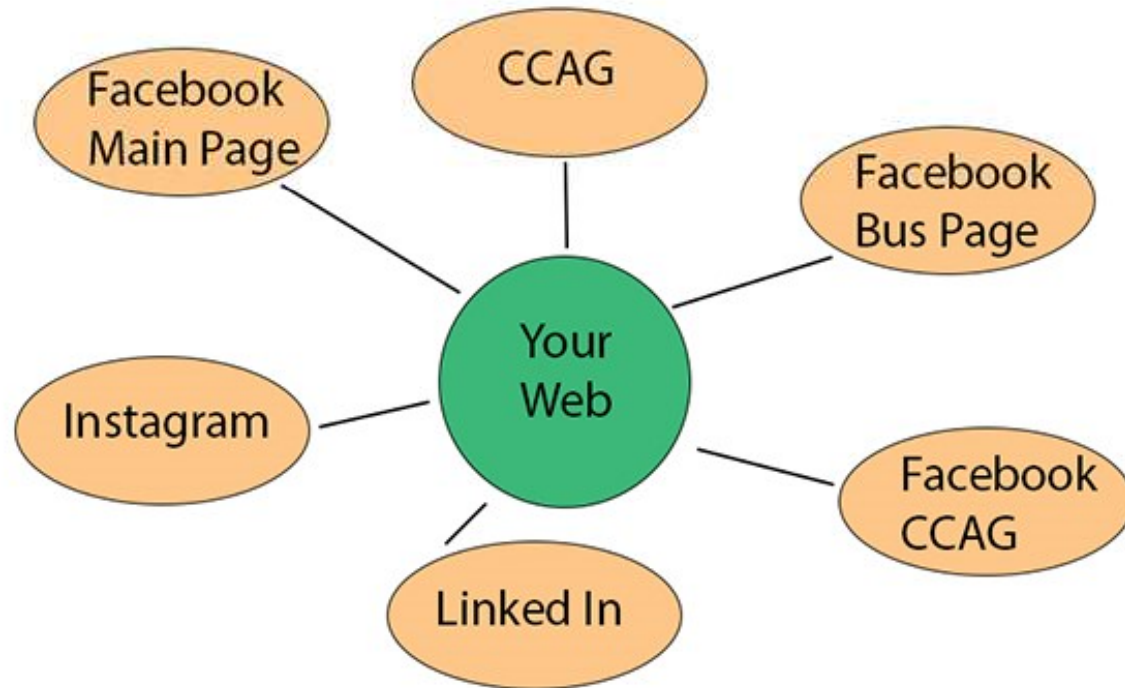
Sell – from the Internet Your WEBSITE

Why do you need a website?

- Credibility
- Portfolio
- Sales
- Repeat Business

Sell – from the Internet

Your WEBSITE and Social Media





Summary

1. Decide where to sell: Galleries, Direct or Internet
2. Preparations – inventory, display, sales transactions
3. Internet – Fulfillment, Artist or Rep ?
4. Website and Social Media

Questions ?

- Email: vegasframer@gmail.com
- Thank you for attending this presentation.

