

How To Get Started In The Trade Of Art

Being able to sell art is not an easy task. Even those people who are already art collectors are hesitant to be the first buyers from obscure or not so well known artists. Additionally, it is way more difficult to sell to people who are not really art collectors and do not know anything about you. However, once you get to make that first sale of your masterpiece, selling again would be a lot easier than before.

Is Your Art Ugly?

As an artist, you should not start doubting yourself about your creativity and skill with your art if you are unable to sell them or only sell a couple. There are several reasons on why people who already like art do not buy pieces often. Such reasons are related to their knowledge about art, self-confidence, identity crisis of what their taste really is, and how much it matters to them what other people would say about the pieces they buy.

A lot of people in the art industry, whether they are new ones or old, usually worry of what other people would say about their purchase, or that their colleagues and friends would make fun of them. Even though a person likes a certain artwork of yours, they are probably not sure on how well done the piece is, whether it's really worth the price, or whether you as an artist is established enough in your career to warrant such prices.

Thus, your job as an artist is to help those people that admire your art feel secure and comfortable with you both, as an artist and a businessperson. As you do this, you help alleviate whatever other fears that they may have and have a higher probability that they'd buy your art.

If you don't know where to start, then here are some tips on how you can make admirers of your art buy your piece and hopefully in time, turn them into patrons.

Tell Them: It's OK, Really

Before you even start off with your sales talking, you should be able to show people that purchasing your artworks is okay. You can try talking about other collectors that have bought your pieces, what kind of people they are and how long you have been transacting with them. Doing this would make your prospective buyer let go of the thought that you're just some bozo trying to sell him a piece of junk and get hold of his cash.

However, if you haven't had any collectors, then you should say so honestly. You should tell your prospective buyer that you are open to the possibility of selling your art to them, although you haven't really done this before.

How Do You Sell?

You should also talk to them about your method of selling your art and in what specific circumstances do people buy it. Additionally, it would be helpful if you tell stories or anecdotes of how other collectors have bought their first artworks from you. You should also talk about your most recent sale, how you were able to sell it, and for how much.

The method of how you price your works should be mentioned too, along with which of your work types is the favourite among collectors, and how many have you sold all in all.

Exposure

Lastly, it would be very helpful to talk about the exposures that you've had in the industry, such as museum or institution exhibits, galleries, trade fairs, and awards or honours that you've received.