

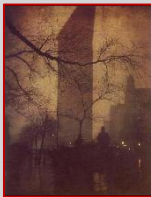


Make Your Living As An Artist
Make Money From Arts & Crafts
by Joelle Steele

- art as a business for almost anyone
- transitioning from amateur to professional
- changing how you think about your art
- learning new things and learning from mistakes
- getting rid of whatever holds you back
- efficiently producing your work
- pricing, marketing, and selling your work

Introduction

What This Class Covers



**Arts & Crafts
Can Be Your Business**

- amateurs can do professional quality work
- transitioning an art hobby to an art business is a *big* change (a labor of love is now a manufactured product)
- think like an artist every day - make art daily
- become self-motivated - you are your own boss
- be goal-oriented, focused, disciplined »» earmarks for success
- learn business basics

Arts & Crafts

From Amateur to Professional

- enjoy the creative and business parts of making art
- keep up with the times and what's going on in the world
- get along with people in general, buyers, galleries, etc.
- accept criticism and learn from it
- be flexible and adaptable -- roll with the punches
- take risks by doing something different or differently
- be versatile/diversified enough to expand your business

What It Takes To Be A Professional

- Expanding your creativity results in diversity
- Being artistic does not always mean you are creative
- Creative people are innovative and unique
- Not every creative person is an artist or crafter
- Creativity can take an unlimited number of forms
- Diversity broadens your number of potential buyers
- More buyers means more sales »» means more \$\$\$
- Recognizing this fact is what will keep you in business
- Prepare to learn new things, get tech-savvy, and expand

Are You Creative?
Creativity = Diversity = \$\$\$

- define what success is for you so that you can make it happen
- get rid of non-supportive people and find supportive ones
- get rid of your fears of rejection and failure - even success
- clean out your house/office - it's all emotional garbage
- buy what you need to create art as a professional
- set up your business (sales tax, buying wholesale, licenses, merchant accounts, separate phone, etc.)
- create an image (business cards, postcards, Web site, etc.)

Where To Begin? Start With A Clean Slate

- be sure family and friends respect your work time
- carry a sketchbook, pencil, or camera - helps you think "art"
- make a detailed "to do" list - it's an evolving business plan
- keep a detailed calendar - put everything on it, even tiny chores
- work on art projects a little at a time until they are done
- work on multiple projects according to available time each day

Find Time To Work
Get Yourself Organized



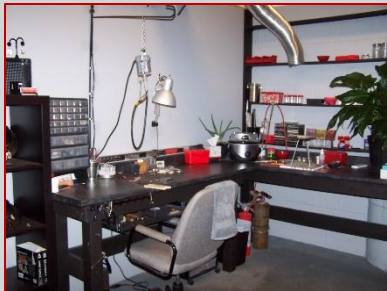
**Your Art Dictates
Where You Work**



**You Can Work In A
Commercial Space**



**You Can Work
In A Home Studio**



**You Can Work In A
Spare Bedroom**



**You Can Work In
Your Garage**



**You Can Work Anywhere
You Find The Space**



**Joelle Works In The Kitchen
Joelle's Carts & Tools**

- must be suitable for your kind of art and work style
- renting space versus working at home - pros and cons
- storage space is important - garages are rarely an option
- noise that you create or those you hear that distract you
- costs - work at home unless you need a big space
- proximity to buyers - how far you go to sell your art

Work Space Guidelines

- facing the blank canvas, so to speak, can be daunting
- multiple pieces, starts, failures, and re-starts - all normal (at first)
- learn to fix a work or repurpose it before you scrap it
- set realistic levels for what is perfect for your work and for buyers
- be your own best critic and also get second opinions from others
- if your work needs a title, make it a good one
- present your work (framed, on a pedestal, bagged, mounted, boxed, etc.)

Creative Process

Start, Develop, and Finish Your Work

- let people know what you do
- connect with other artists - network
- connect with collectors
- send out press releases or postcards
- visit and research arts & crafts fairs, galleries, stores, and Web sites
- attend workshops or classes on your kind of art
- speak, write, or teach to share knowledge, etc.

**Make Contact
Tell The World**

- there are so many ways to make money
- open your mind to many options
- find your untapped talents and skills
- look for specialty arts and crafts you can do
- think about commissioned works
- consider co-op marketing opportunities
- think about what buyers want today

**You Can Make Money
from Arts & Crafts**

- what makes for a natural pairing of artists?
- can diversifying help your sales?
- diversify your work or expand your lines?
- expand where and how you sell?
- do you need or want a partner?
- should your partner be an artist too?
- pros and cons of partners and partnerships

Expand & Diversify
Every Business Needs to Grow



Crafts Jewelry & Basketry



Crafts

Quilting - Knitting - Weaving



Crafts Pottery & Glass



Crafts Sculpture & Furniture



Commercial Arts Catalog Photography

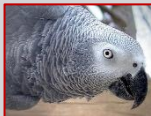


Commercial Arts

Photo Illustration & Photo Art



**Commercial Arts
Portrait Photography**



**Commercial Arts
Animal Photography**



Fine Arts Painting

Acrylics - Oils - Pastels - Watercolor



Commercial Arts Illustration

TRAVEL SAFARIS

GROUP PACKAGE TOURS

IRELAND \$3,875 Fully escorted 7-day tour of the Emerald Isle. Can't miss scenic drive to Sligo, 2 nights in Ballyvaughan, Blarney Castle, Kesh, Carrigrohane, 2 nights in Killybegs, 2 nights in Dublin. All taxes, many meals, and airfare included.

COSTA RICA \$2,785 Fully escorted 8 day tour of the natural splendor of Costa Rica. Fly out of SFO. Explore Corcovado National Park, Poas and Arenal volcanoes, coffee plantations, Tortuguero National Park, Sarapiquí, Rain Forest, Costa Negro Wildlife Package, and more.

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New shipment of works
by Sergio Bustamante!

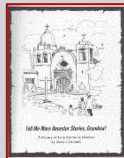
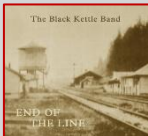
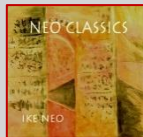
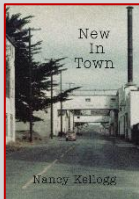
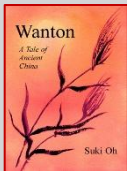
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Commercial Arts Graphic Design - Covers



Commercial Arts Graphic Art - Cartooning

- pricing is about:
 - supply and demand
 - fair market value based on similar works
 - what is popular and collectible
 - your skill and your subject matter
 - your reputation (shows, reviews, etc.)
 - where you sell (no places price the same)
- pricing is composed of 5 parts:
 - a) cost of manufacturing and overhead
 - b) the cost to manufacture more items
 - c) labor and the rate at which you bill it
 - d) the profit you want to make
 - e) additional amount to cover selling fees

EXAMPLE	
24" x 32" painting	
\$ 50	(mfg & overhead)
\$ 50	(to mfr another)
\$225	(labor - 5 hrs @ \$45/hr)
<u>\$250</u>	(profit)
\$575	SUBTOTAL (wholesale)
<u>\$200</u>	(selling fees)
\$775	TOTAL PRICE

Pricing Your Work Get Down to Details

Cost of Overhead = Indirect Costs

- rent (if you don't work at home)
- utilities (heat, gas, electricity)
- phone & Internet
- advertising (print and Web)
- tools (brushes, computer, etc.)

Cost of Materials = Direct Costs

- canvas
- paint
- additives (gels, retarder, flow enhancer, varnish, etc.)
- hardware (to hang)

Estimating Hourly Rates

10 hrs/wk (est. max work hrs/wk)

\$10,000 (amount to make per yr)

50 wks X 10 hrs = 500 hrs

\$10,000 yr ÷ 500 hrs = \$20/hr

**Pricing Your Work
Start With Your Costs**

- Buy *before* you need it
- Buy in quantity (2 gal v. 7.2 oz; 50 v. 3)
- Buy at wholesale (no sales taxes)
- Buy on sale (with free shipping)
- Buy used (garage sales, thrift stores, craigslist, etc.)
- Re-use your damaged goods (recycle)

RESELLER PERMIT
Washington State Department of Revenue
WA STATE DEPARTMENT OF REVENUE

Name of Business: _____
Business Address: _____
Permit Number: 413-0003 1P
Effective Date: 07-01-2014
Expiration Date: 02-01-2017

This permit is valid for 12 months.
This permit is not valid for the sale of alcohol, tobacco, or controlled substances.
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Name (print): _____
Signature: _____
Date: _____

**Pricing Your Work
Keep Materials Costs Down**

ITEM #	LABOR HOURS	HOURLY RATE	TOTAL LABOR	MATERIALS	MISC.	TOTAL COST
100-a	.25	\$35.00	\$ 8.75	\$ 6.00		\$15.75
100-b	.35	\$35.00	\$12.25	\$ 6.82	\$.18	\$19.25
100-c	.52	\$35.00	\$18.20	\$ 7.58	\$.26	\$26.04
200-a	.18	\$35.00	\$ 6.30	\$ 4.38		\$10.68
200-b	.27	\$35.00	\$ 9.45	\$ 5.22	\$.18	\$14.85

Sample costs for making a pair of earrings.

Pricing Your Work Costing Out Your Product

ITEM #	TOTAL SQ "	PRICE PER SQ "	WHOLE SALE	100% MARK-UP	200% MARK-UP	300% MARK-UP
18x20	360	\$.16	\$57.60	\$115.20	\$172.80	\$230.40
24X30	720	\$.16	\$115.20	\$230.40	\$345.60	\$460.80
28x34	952	\$.16	\$152.32	\$304.64	\$456.96	\$609.28
32x40	1280	\$.16	\$204.80	\$409.60	\$614.40	\$819.20
38x46	1748	\$.16	\$279.68	\$559.36	\$839.04	\$1,118.72

Sample prices for heavy impasto painting.

Pricing Your Work Calculating Wholesale & Retail

- arts and crafts are products - cut your emotional ties
- don't price same works differently (higher or lower)
- sell low but above cost to promote work (at first)
- negotiate prices - especially on old, unsold works
- shipping or delivery is always additional
- sales tax is always additional
- sales tax may be calculated on shipping/delivery
- set up a merchant account - most people pay with plastic

Pricing Tips for Emerging Artists



**Where to Sell
So Many Opportunities!**

- publishers
- galleries (bricks-and-mortar)
- consignment shops/gift stores
- arts & crafts shows/farmers markets
- art shows/exhibits
- designers and commissioned works
- World Wide Web

Where to Sell
Depends on What You Create

- illustrations, photos, and cover designs for books, magazines, and CDs/DVDs
- paintings and photos to be reproduced in calendars, posters, greeting cards, etc.
- advertising art - publisher or a publisher's client may buy your work for ads
- you usually get paid on acceptance of a piece or on publication
- may require you to sign a contract
- they publish artist's guidelines, usually available on their Web sites

Where to Sell Publishers

- paintings and any other forms of flat, hanging art
- sculpture and any 3-D works
- jewelry and wearing apparel
- textiles such as quilts and knitted/crocheted items
- furniture and other decorative items
- most galleries want a Web site link or digital files - check first
- galleries almost always require a contract
- most require no up-front fees - take fee/percentage of sale
- you provide a mailing list and they also mail to their own list
- opening night (most sales are made) - dress nice and schmooze
- may exhibit your work for a month or more

Where to Sell Art Galleries



**Art Galleries
Always Visit In Person**



Art Galleries **Some Are Very Formal**



**Consignment Shops-Gift Stores-Art Co-ops
Small Art Galleries**



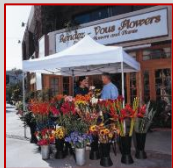
**Specialty Shops
Cater to Special Buyers**

- sell things that complement what you make
- they take a percentage when the item sells
- never just leave your items there without a receipt or contract
- be sure you present your items to their best advantage
- visit the shop regularly to see where and how your work is being presented

**Gift and Consignment Shops
You Have to Fit In**



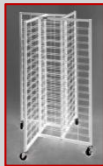
**Arts & Crafts Shows
Are For Everyone**



**Arts & Crafts Shows
Build Your Own Shop**

- sell your smaller, inexpensive, imperfect, or flawed items
- showcase things that can be special ordered or seen at your showroom
- requires an investment in the exhibit - rental, booth/tent, tables, racks, easels, etc.
- need to regularly go to several venues for good coverage of your market
- choose the right venue for you and your type of art - make sure there's a contract
- get the right size space - don't be crowded and don't have too much empty space
- find out who is promoting it and what kind of promotion you need to do in addition
- travel expenses if you go to another city, county, state -check regulations for selling there
- arrive early - the day before if you're traveling long distance
- bring a sign that everyone can clearly see and read - bring bus. cards, brochures, etc.
- bring enough product to sell - but don't cram the booth too full with it
- bring packing materials and bags (even recycled grocery bags are fine
- have all your items marked and tagged before you go to the show
- bring a chair, water, munchies, paper, pens, aspirin, tools, camera, hat, sunscreen, sunglasses, and anything else you can think of - be prepared!
- bring a friend/spouse - makes it a lot easier - maybe share a booth if it's allowed
- leave a space for people to write a check or pay with credit card and to wrap purchases
- do not sit down and knit or read or make more product - you need to engage the buyers
- don't be discouraged if you don't sell a lot - evaluate what other people sold, your pricing, etc. and then go out and try again - you can even put things on sale if they aren't selling

Arts & Crafts Shows They Are A Lot of Work!



Arts & Crafts Show Supplies The Bigger Basics



Arts & Crafts Show Supplies Specialized Displays

- emerging artists
- group shows (small, held often, central checkout)
- juried exhibits/shows
- trade shows/conventions for any group that might buy your art
- designer showrooms
- non-gallery venues (coffee shops, hair salons, hotels, a friend's office, restaurants, etc.)
- be there to interact with buyers - most sales are made by the artist

Shows & Exhibits

Alternative Venues

- work with designers or directly with clients
- negotiate a price in advance
- commissioned work takes longer
- designers want a wholesale price they can mark up
- designers look at décor; clients make emotional connections to a piece
- listen and interpret what the buyer wants
- presentation/display of final work
- delivery and installation/hanging

Designers and Commissions Unique Opportunities

- the Web is global, so you become a global business by default
- virtual galleries and stores - shop around for price and content
- eBay store or craigslist venues - like having your own store online
- your own Web site - a lot of marketing involved upfront
- the Web is word-driven - photos won't help people find you
- most galleries want links to your well-developed Web site
- Web site costs are minimal - learn to do it yourself
- decide how far you want to ship big or fragile items

**The World Wide Web
Don't Get Lost In It!**

- when you might be asked to sign one
- what will be included in it
 - what they are buying from you - provenance too
 - how much they are paying you, when, and how
 - when you must make delivery
 - how they will use what they buy from you
 - what rights they are buying
 - any restrictions on you, the buyer, the agent, or the work itself
 - what can you add to or remove from the contract

Artists and The Law Contracts

- rights license period - length of time a publisher owns the publication rights to a work (often if a work goes out of print the rights revert to the artist)
- first serial rights - magazine is first to publish your work - can expand to include North American or International rights
- all rights - go to an employer if you do a “work for hire”; they own the rights for 120 years

Artists and The Law

Publishing Rights

- copyright - your work is copyrighted as soon as you create it
- register it with the Registrar of Copyrights if it is going to be reproduced/licensed
- copyright law protects you from plagiarism (someone passing your work off as theirs)
- derivative works - you must obtain permission to use someone else's work (e.g., a photo they took that you use somehow)
- you can create derivatives of your own work, e.g., multiple versions of the same item
- infringement lawsuits - Andy Warhol and Campbell's Soup (Warhol won, the soup cans were deemed cultural icons)
- infringement is currently rampant on the Internet because people don't know about or adhere to copyright laws

Copyright Law
Plagiarism Is A Big Problem Today