

50 Things You Can Do *Better!* to Promote Your Art

NETWORKING

1. The more people you know, the more people there are to buy your art. Meet more people! Go to lectures and art openings and get involved.
2. Show other people you care about them. Call them by name and remember their names.
3. Care about other people and they will care about you. Focus on building trust and relationships rather than selling to everyone who crosses your path.
4. Keep notes on people on their business cards and add to your database so you can personalize your relationships.
5. Send “It was nice to meet you” cards or emails after connecting with someone (unless it wasn’t nice to meet them and you don’t care if you ever see them again).

YOUR NAME

6. Pick a name . . . any name . . . and get on with it. I don’t care what it is, but pick 1 name and use it consistently for your art business. Multiple names are confusing and confused people don’t buy.

BRANDING

7. Use the same typeface and colors for all of your marketing material.
8. Keep the focus on your art. Pare down the design and strip out the bright colors. All eyes should be on your art.
9. If you’re confused about your art, you’ll confuse people with your marketing. Make your brand as cohesive as possible, which means focusing on a consistent body of work.
10. Market to your best prospects. The World is not your target market, so define your audience as narrowly as possible.

YOUR MAILING LIST

11. Your mailing list is your #1 asset. Use it! Use it regularly. Your list is no good if you’re not using it.
12. Don’t rely on your current list. Keep networking.

13. Send personal correspondence from time to time rather than relying on email blasts to everyone. People respond better when they know you care about them as individuals.

INDIVIDUAL EMAILS

14. Regardless of the type of email you're sending, people like to be treated as individuals. Address people by name in your messages and sign your name.
15. Use 1 business email. It's very confusing when you use multiple email addresses.

EMAIL BLASTS

16. Use an email delivery system like MailChimp or Vertical Response. Do not send bulk email from your regular email program. Hundreds of messages will look like spam to your Internet Service Provider.
17. If you do send email to more than one person, use the BCC line so that you're not revealing everyone's email addresses.
18. Vary your subject lines. If the same words are there each time you send an email, it might be inferred that the content hasn't changed.
19. If you have something very important to share, such as an invitation to an event or a sale announcement, don't bury it in a newsletter. Send a separate email that serves only one purpose: to encourage action.
20. Send email recipients to the specific page on your site that you want them to see rather than the home page.

BLOGGING

21. Publish blog posts *consistently*. If you can't do this, you should stick to email updates to your list. A neglected blog looks bad.
22. Don't ever apologize for not posting. No one noticed.
23. Add an image of your art with every blog post.
24. Strive to write better blog posts. This is a process.
25. Don't delay posting because you aim for perfection. Imperfect posts are far better than no posts at all. Besides, there's no such thing as perfection.

WEBSITE

26. Make sure your name is at the top of every page on your website.
27. Very few people will look at your résumé. Pay more attention to writing a compelling story for your About page.
28. Double check to see that all of your images have a complete credit line with them. This means ©Your Name, *Title of Artwork*, media, dimensions.

29. Add your artwork to every page of your site. The Web is becoming increasingly visual and you, as a visual artist, are in a prime position to capitalize on that. Use all of those pages to show off your art.
30. Add a variety of images to your site. Show your art *in situ* and in exhibitions. Show more photos of you in your studio and with collectors.

FACEBOOK

31. Use your own picture for your personal profile and an image of your art for your business page.
32. Respond to comments, “liking” them at the least so that fans know you saw them.
33. Comment on other business pages *as your page* (not your personal profile) so that other visitors to that page can read about your art.

TWITTER

34. Use a desktop platform like HootSuite or TweetDeck to organize lists of people you really want to follow.
35. Acknowledge nice tweets that came your way.
36. Don’t spam people with an automatic “Thanks for following” direct message that promotes your art.
37. Don’t spam people by using their @ name in a tweet in order to get them to see your link.
38. Say nice things about people and tweet their blog posts or art using their @ name so they can see it.
39. Type only 100-110 characters so there is room for retweeting and commenting by others.
40. People retweet things not just because they like you but because they think their followers will be interested.
41. Proactively follow people you want to connect with and make friends by retweeting their posts or complimenting their work.

PLAN

42. If you have a big event or exhibition coming up, make a promotional plan for peace of mind. A plan consists of individual tasks with deadlines.
43. Create a schedule that reflects a marketing mix that you will stick with. It might include a monthly newsletter, quarterly postcards, daily Facebook page updates, and twice-weekly blog posts.
44. Consider profitability in every aspect of your business. You should know your expenses as well as your income in order to make wise financial decisions.

45. Plan something big that challenges you. You don't have to know how you're going to make it happen. Just start the process. You'll never get anywhere without taking risks and moving beyond your comfort zone.

IN GENERAL

46. Build up your confidence at whatever cost. We like to buy art from artists who know what they're doing and where they're going.
47. Send out only positive energy. Don't complain, whine, or criticize in public or on social media. People are less likely to buy from you if you exhibit these negative qualities, which are signs of weakness.
48. Accept 100% responsibility for your successes and failures.
49. Give people the tools they need so they can help you promote your art.
50. Under promise and over deliver in every aspect of your business. People are unhappy when you don't do what you said, but are delighted when you exceed their expectations.



This special report was created on the occasion of my 50th birthday.

It's my gift to you - no strings attached.

HAPPY BIRTHDAY TO ME!

If, however, you'd like to help me celebrate in a MUCH bigger way, I invite you to join my campaign to raise \$5000 for Charity:Water. Please give \$5, \$10, or whatever amount you are able.

Go to <http://mycharitywater.org/alyson50>

My reasons for choosing this organization and more about what they do are in a video I made for the occasion. Find it here:

<http://artbizblog.com/50-things-better>

Thank you for being a follower of me through my newsletter, blog, or social media. If we aren't connected in these places, I hope you'll use the links below to say Hi.

Big birthday hugs from me,

A handwritten signature in cursive that reads "Alyson".

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