HOW TO ART

A BEGINNER’S GUIDE TO ESTABLISHING YOURSELF AS AN ARTIST
SO YOU’VE FINALLY MADE ART THAT YOU’RE PROUD OF, AND YOU’RE READY TO START ANNOUNCING TO THE WORD THAT YOU’RE AN ARTIST WITH A BIG CAPITAL “A”.

But what comes next?

Unfortunately, there’s more to being an artist than just making art.

That’s especially true if you want to start showing your work in exhibitions, getting featured online, winning awards, or being included in publications.

Your audience isn’t going to just stumble upon your work overnight. Curators and gallerists aren’t going to seek you out and beg you to be in their exhibitions.

It takes a TON of hard work.

But you already knew that, right?
IF YOU’RE NEW TO THIS WHOLE “ARTIST” THING,
then you might be wondering how to stand out, establish yourself, and begin reaching your creative goals.

I’m not gonna lie, being an artist is no easy journey; there’s a reason why this 10-step guide isn’t titled “10 quick tips.”

Sure, you can rush through this list and make sure all of your boxes are checked off. You can skim through the pages and see if there’s anything you’ve missed.

But that won’t get you far.

Each of these “establishing” steps need to be a consistent part of your creative process. You need to be open to reworking and re-evaluating your work because you will only see growth when you’re willing to evolve.

So when you’re ready to start making a name for yourself as an artist, this guide can help you set the foundation for your creative identity.

Once you’ve spent some time to refine each of these steps, you’ll be ready to start putting yourself out there and finding some success as an artist!
One of the hardest parts of creating a strong body of work is acting as your own editor. We all get invested in each individual piece we create, but unfortunately, they’re not all equally great.

I know how tempting it is to want to share everything that you’ve ever made with everyone. But that’s not really the best approach.

Instead, think about quality over quantity.

And if you don’t feel confident in evaluating your own work, don’t be afraid to ask for feedback!

Once you’ve narrowed it down to your best pieces, you need to start sequencing and organizing. Make sure each adjacent piece complements the next, so that you create a cohesive visual, mental, and emotional experience for your audience.
SEQUENCING

If you have a TON of work you’ll need to narrow down, take photos of each piece of art and go make small, cheap 4'' x 6'' prints at a Walgreens or CVS (if you’re a photographer, just get your photos printed). Lay them all out on a table or pin them up on a wall, and do the following:

1. Move the prints around. Don’t think about this step too much. Just explore how each individual art piece functions within the larger group.

2. Eliminate anything that doesn’t feel as strong as the others, either visually or conceptually.

3. Envision how you’d like this body of work to be hung on a wall or displayed — will it be a grid, a salon wall, or a traditional row? Do you want people to look at your work in book-form or in an online gallery? Once you’ve made a decision, begin organizing the prints within this framework. Pay close attention to how each piece works with the ones adjacent. Consider the mood your setting or story you’re telling with certain combinations.

4. Ideally, you want to create a rhythm for your audience. You don’t want to put too many of your most impactful pieces close together; give your viewer some breathing room and make sure you begin and end the sequence on a strong note.

5. Once you found a sequence that you’re happy with, take a picture of the entire set, shuffle everything up and stack it into a pile.

6. Go find some other artists and ask them to perform steps 1 through 5, and then do the same for them!

Ultimately, you should aim for 10 - 20 pieces of your strongest work to include in each body of work, and 1 - 6 bodies of work in your portfolio. And if you ever have any doubts on what and what not to include, just follow your initial instincts – if they’re not right, you can always go back and fix it later!
2 WRITE AN ARTIST STATEMENT

Artist statements help your audience understand the ideas behind each body of work. You don’t have to tell them how to interpret your art, but give them some context so that they understand where you’re coming from.

When you’re writing an artist statement, try writing about what inspired you or why you made certain decisions. Your statement doesn’t have to be long or complicated, but it should hold your audience’s attention from start to finish.
share...

- Why you decided to create this series. What motivated you to dedicate your time, talent, and energy into making this group of work?
- Compelling facts or research you found that influenced your project
- The conversations you’d like to prompt with your art
- A relevant story or personal experience

don’t...

- Use language that is confusing or difficult to follow. Big words needed for big ideas are fine, but don’t just use them for the sake of complexity
- Include unnecessary, dead-end adjectives, like “interesting,” or “important” to describe the subject of a sentence (unless that subject is you, and it’s followed by a conjunction)
- Use phrases like “in my opinion,” “I might,” etc. — It’s called an artist statement for a reason
- Clump everything together into long lists, chunky paragraphs, and run-on sentences
- Send off your statement without reading it aloud and asking others for feedback

Your artist statement should never be an afterthought! Take your time, make it informative, and use it as a tool to help your audience dive deeper into your work.
PHOTOGRAPH YOUR ART

This step usually isn’t necessary if you’re a photographer. But for everyone else, you should be taking high-quality pictures of your work on a regular basis.

If you’re just using these photos for the web, you don’t need a camera with a ton of megapixels. Just make sure that your work is well lit, and that the photos accurately represent your piece.

Seriously — With some soft, even window-light, your iPhone can do wonders!

If your work has a lot of fine details or texture, take some close-ups to show off those special qualities.

Once you’ve taken the photos, you can use simple editing tools to make sure they are true to life and ready to be uploaded for the web.

Today, there’s a tool for every skill level; from Snapseed to Photoshop, adding a finishing touch is now easier than ever.

After you’ve finished editing, you’ll want to save your files as a JPG or PNG and adjust your resolution to 72 ppi (pixels per inch).

To ensure that your file isn’t too large, you’ll also want to resize your image to 2,500 pixels or less, depending on where you plan to upload your image.

The goal is to get your the file size as small as possible without losing quality.
RESIZING IMAGES FOR SOCIAL MEDIA

1080 X 1080 PX

2048 PX on the longest edge & uploaded from a computer, NOT a smartphone

MAX 1280 X 1920 (and no larger than 10MB)

735 PX WIDE NOTE: vertical images stand out better in Pinterest’s smart feed

A preview of your image will display in Twitter’s feed as 440 X 220 PX, but if your image is larger, it must be under 5MB

While you’re adjusting the file size, you’ll also want to rename your image to give it a title that’s descriptive to the content. Instead of using the automatically generated string of letters and numbers your camera automatically generates, use something that describes the piece itself.

change 322A2713.JPG to MAN-TAKES-PHOTO.JPG

Not only will this help you identify your photos, but it will also improve the chances of your work being searchable once you get it up online!
Do you want to start applying to exhibitions or get your work published? Are you hoping to sell your artwork online? Planning on applying to an art program or attend a workshop? Are you looking to grow your audience?

Honestly, it can be all of the above and more, but thinking about what matters to you will help you evaluate your progress.
WHAT exactly IS A GOAL?

A goal is has a defined objective. It’s manageable and attainable. You’re able to set constraints and outline a clear plan to take action.

And if you need some help, you may want to think SMART.

SMART is an acronym that helps you determine goals that you can actually achieve. It’s typically used by business-y types, but I first heard about it in an arts entrepreneurship class. And since then, it’s helped me figure out what I’m aiming at.

Here’s how it works:

**Specific** – It’s better to set a bunch of smaller, specific goals than lofty, obscure ones. Make sure you cover the who, what, when, where, and most importantly, the why.

**Measurable** – Is it by the number of drawings you complete? Will it depend on how many of fans you get on Facebook or visits to your website? Are you hoping to raise a certain amount of money? Figure out a way to measure your success.

**Attainable** – How are you going to achieve this goal? Can you map out some steps you’ll need to get from start to finish? No matter what your goal is, you need to have some kind of plan in place to reach it!

**Realistic** – You’re capable of anything, but do you really wanna put forth the effort? Think long and hard about this one… because there’s no point in setting a goal if you’re not going to stick to it. Make sure you’re setting goals that you’re actually willing to work towards!

**Time-based** – How soon do you want to achieve this goal? In a week? In a year? Set a schedule and give yourself concrete deadlines so that you’ll stay on-track.

But of course, this is only one strategy to set some well-planned goals. Even if this whole “SMART” thing doesn’t work for you, setting clear is going to make a big difference in your creative practice. So figure out what works for you, and stick to it!
WRITE AN ARTIST BIOGRAPHY

Who are you? Where’d you come from? Why drives you to be an artist? What makes you different and unique? Give your audience a reason to connect with you, so that they’ll want to come back.

With artist bio’s, writing in the 3rd person is common practice, since lots of publications will directly copy and paste it from your website when sharing your work. However, you might want to write in your own voice, depending on the vibe you want to give off.

Whether you choose to write in the first or third person, you don’t want to sound robotic and boring!

An artist bio should say more about you than just reiterate of your resume. You want to stand out and be memorable, don’t you?

A few things you might want to include are:

• An anecdotal experience that defines who you are as an individual
• Reasons why you’ve decided to pursue art or chose a certain creative medium to work with
• Artists or art movements that influence or inspire you
• Overarching conceptual themes in your work

Need some examples?
EXAMPLE 1: The Professional Summary

Originally from Yuma, Arizona, Amanda moved to the Phoenix Valley in 2011. She received a BFA in Photography from Arizona State University in pursuit of her passion for the visual arts four years later. In addition to using photography as an artistic medium, she has worked as a Photography and New Media Studio Assistant at Anderson Ranch Arts Center in Snowmass Village, CO and with ASU’s School of Sustainability, St. Luke’s Health Initiative, and the City of Phoenix as a photographer for the ReinventPHX project.

Most recently, Amanda won Scottsdale Museum of Contemporary Art’s 2016 Good ‘n Plenty award for aftrART. She is also a recipient of the 2015 SPE Student Awards for Innovations in Imaging, the 2014 Quesada Research Award winner for her Young Mothers project, and was Arizona’s 2010 Scholastic Golden Key recipient for her photography portfolio.

Her work has shown throughout the US and has been featured in various publications, including Femme Fotale, The Arts Beacon, Lux Undergraduate Creative Review, Raising Arizona Kid, and more.

I wrote this years ago (and add the occasional update), and to be honest, I think it’s pretty bland.

As boring as it is, an artist bio like this is pretty standard. It talks about the artist’s origins, education, and experience, but there’s nothing that draws the reader in. But if you’re in a bind and need to write something quick, this is a safe option.
EXAMPLE 2: The Motive

An Arizona native, Amanda decided to follow her passion for the arts by pursuing a BFA at Arizona State University, where she graduated with honors. It was here that Amanda began to take an interdisciplinary approach to her creative practice, combining photography, storytelling, and digital media.

From growing up in a border town, to exploring the life after teen pregnancy, Amanda uses photography and writing to understand her personal experiences in relation to the world around her. Through art, she aims to shed light on complex social issues and visually communicate that which is often overlooked.

When she’s not creating her own work, Amanda writes articles and produces videos to help other artists successfully achieve their goals. You can learn more by visiting aftrART.com.

Here, I share what motivates me as an artist. And if I still wanted to include some of my creative accomplishments, a statement like this could be followed by a shortlist of the awards, exhibitions, and publications I’m most proud of.
EXAMPLE 3:  *The Simple (Auto)Biography*

I’m a digital marketer/copywriter by day and I run aftrART by night.

But at my core, I’m an artist, photographer, and visual storyteller.

Born and raised in Yuma, Arizona, I moved to Tempe to pursue my passion for the arts. And in 2015 I graduated from Arizona State University with a Bachelor of Fine Art in photography.

Now I live and work in Scottsdale, AZ with my partner and our dog, Queenie.

In my free time, I love participating in the Phoenix Valley’s flourishing art community and hiking in the desert. To learn more, visit my website!

You’ll notice that this one is short, sweet, and written in the first person. And it might not look like it, but this probably took longer to write than the first to bios combined!

This artist bio was written for aftrART, to give people an idea of who I am. I wanted to share just enough of my background to show my qualifications, without boring them with tedious details.

See how it functions very differently from the first too, yet still gets my point across?

I know writing about yourself can feel yucky, and it’s hard to boil-down who you are in such a brief amount of time. But if someone is interested enough in you to read your bio, then make sure it’s something they’ll actually enjoy!
WRITE A CV
(or resume)

Did you know that artists have resumes too? Typically, they include your education, any teaching or lecturing experience, and a list of exhibitions and publications your work has been in.

Don’t have any of that experience yet? Don’t worry.

You typically won’t need a CV (Curriculum Vitae) until you start applying to more competitive awards, art programs, or art-related jobs. Get the experience you need first, and then you can start filling in the blanks.
HERE’S WHAT YOU SHOULD INCLUDE
(listed in the order of priority)

HEADER
► Display your name prominently at the top
► Include your address, phone number, website, and email address if you’re applying to a specific opportunity
► Exclude your address and phone number if you’re publishing your resume online

EDUCATION
► If you haven’t graduated, include your expected date of graduation
► If you graduated with honors, include that information beneath the institution

EXHIBITIONS
► If you’ve been in multiple solo or prominent small-group exhibitions, you can list those separately under a header like “Solo and Small Group Exhibitions.” If you choose to include them in the larger list, you can make a note next to the exhibition title
► If a shortened version of your CV is needed, you can include only the most important exhibitions and change the title of this section to “Selected Exhibitions”

EXPERIENCE
► If you have any teaching, contract, intern, or freelance experience, you can include that here
► Unlike a resume, you aren’t expected to describe specific day-to-day tasks, but a brief summary of the position can be helpful
► Only include experience that relates to your creative practice

AWARDS AND RECOGNITION
► If you’ve been recognized for your artwork, list your accomplishments here, beginning with your most recent award

PRESS AND PUBLICATIONS
► If anyone has written about your work, or your art has been published in a journal or magazine, here’s where you list that information
► Include the publication title, article title, author’s name (if applicable), and date published
► If your CV will be shared digitally and the article or publication can be found online, add links to the website or post

KNOWLEDGE AND SKILLS
► Here, you can list technical skills related to your creative practice

COLLECTIONS
► This is less common to see, but some artists include the names of well-known private, public, or corporate collections that their work is included in

These are just a few categories that can be included on a Curriculum Vitae. As you gain more experience and advance in your creative career, you can include everything from teaching, lecturing, curator experience, a client list, and more.
Your website plays an important role in establishing your online presence. Everything from the domain to the design should complement your work and represent who you are as an artist.

Today, they’re easy to setup, and can cost less than a Moleskin notebook, depending on the services you use! So what are you waiting for?
Whatever platform you decide to go with, make sure the theme you choose is responsive, meaning that it’s designed to be viewed on any size screen. Not only will Google penalize your site in Search, but about ½ of your website’s traffic will typically come from mobile devices. And you don’t want to give half of your audience a bad user experience, right?
FORMAT $6 to $44 a month
https://www.format.com/

From what I’ve seen, Format is one of the best options available for artists and creatives. They offer beautiful, functional portfolio themes that are perfect for showing off your work. In addition to providing an awesome website building service, they feature portfolios every month and run Format Magazine, which covers everything from art-related news to professional advice for creators.

SQUARESPACE $12 to $40 a month
https://www.squarespace.com/

I use Squarespace for my personal portfolio and I love it. I can host my blog and a shop easily. Over the years, I’ve switched themes several times, and I’ve never had a problem reorganizing content. Though it’s not exclusively intended for portfolio websites, they do a great job at accommodating artists and creatives. However, compared to the other options available here, it’s a little more expensive than most.

WEEBLY $0 to $50 a month
https://www.weebly.com/

For a subdomain (yourname.weebly.com) and 500MB of storage, I’d say that a free Weebly account is a great deal. Their drag-and-drop website builder is easy to use and offers a moderate amount of flexibility, but if you want to attach a custom domain, you have to purchase a plan for a minimum of $8 a month. And if you’re willing to pay, you’ll get more functionality at a lower price when you go with Format.

WIX $0 to $20 a month
http://www.wix.com/

Very similar to Weebly, Wix offers a subdomain and 500MB of storage for free. It’s also a drag-and-drop platform that has it’s own limitations. I built my first portfolio website on Wix, before I switched to Squarespace. It worked for what I needed at the time, but I wasn’t a huge fan.

CARGO COLLECTIVE $0 to $66 a year
http://cargocollective.com  (but you have to apply for an account and be accepted)

It doesn’t have the beautiful design that some other portfolio builders do, nor does it have fun drag-and-drop backend features. But Cargo Collective does offers a sense of community. It’s become known as an online hub for artists, and the application process gives it a level of prestige (if you’re into that kind of thing). Plus, it’s free.

But even if you’re not interested in using this platform to host your portfolio, it’s a great place to explore the innovative work of other artists!

TUMBLR Free
https://www.tumblr.com/

You’re probably familiar with Tumblr, a microblogging site. But did you know that you can connect a custom domain for free, which will cost you about $5 to $15 dollars a year. They offer lots of free blog themes, and premium themes can be purchased one time for as little as $19.
So technically, you can build your portfolio on Tumblr for $15 or less, depending on the annual cost of your domain. While it’s not as flexible as a traditional portfolio building platform, it’s great when you’re on a budget. You also get the benefit of being a part of the Tumblr community. People will be able to follow you and reblog your posts, potentially exposing you to new audiences.

Other notable portfolio building options that are worth considering:

- [https://carbonmade.com/](https://carbonmade.com/) – $6 to $18 a month
- [https://22slides.com/](https://22slides.com/) (for photographers) – $10 a month

### PAGES TO INCLUDE

**Home** – Your homepage is the most frequented webpage on your website, so put some thought into it. A video or slideshow of your very best work makes for a great first impression.

**Portfolio** – This is where the magic happens. Create galleries for each of your major project and include photos of each artwork. Remember when we talked about sequencing way back in the beginning? This is where you get to put your organizational skills into practice. I recommend including your artist statements somewhere alongside each respective body of work, and keep the number of featured pieces below 20.

**Blog** – Adding a blog to your website is a great way to humanize your portfolio site. Here, you can share your creative process with your audience, include in-progress work, and write about new ideas.

**About** – Your about page will be home to your artist bio, and you may want to include a photo so that people can put a face to the name.

**Contact** – Your contact page can either be stand-alone or combined with the about. Here, you want to include your email address and links to your social media profiles. Don’t just add a contact form and call it a day. Make it easy for people to reach and connect with you by giving them options.

**NOTE:** This is just the bare minimum of what can be included on your portfolio site. Over time, you can add a shop, a Press and Publicity page, a list of services, and more! But most importantly, always keep your portfolio website up-to-date!
No matter what anyone has told you, you don’t have to be on every social media site ever. In fact, you don’t even have to be on social media...

However, it can be helpful to reach a larger online audience.

If social media complements your overarching goals as an artist, then stick to the platforms that you understand, that make sense for your work, and that you enjoy using. They all work differently, serve different people, and provide different benefits.

Regardless of the platform(s) you choose, the best thing you can do on social media is to post consistent, high-quality content on a regular basis.

Sure, it sounds easy sharing a couple of photos here, a few tweets there, and a video every once in awhile, but it turns into a big time commitment because of the frequency of posting and level of nurturing you have to do in order to build an audience.

And if you don’t already have a presence on some of these platforms, getting noticed by users is becoming increasingly difficult. Feed algorithms are getting smarter, so there’s no real way to “game” the system anymore. If you want to get discovered and grow your audience, use each network in the ways they were intended to be used.

Following is a breakdown of the biggest social media sites, how they work, and some tips to get started.
Twitter

You’d think that Twitter would be a great place for writers, but unfortunately that’s not necessarily the case (at least anymore). Like a lot of social media platforms, the push for multimedia is causing Twitter to focus on images and videos to keep up with the rest of the competition. And if your goal is to get noticed, users are 3X more likely to engage with photos and videos.

So how do you use twitter, especially if you’re just starting out?

▶ Tweet at least once every day, but don’t feel limited to that. Because Twitter depends on a chronological feed, the more you post, the more likely your followers will see your tweets
▶ Include videos and images to add variety and boost engagement
▶ Research and use relevant hashtags. Hashtags are one of the best ways for you to get discovered on this platform. Stay on top of trends, and use trending hashtags when they make sense
▶ Engage directly with other artists, influencers, and arts organizations by retweeting, replying to their tweets, and directly asking them questions
▶ Respond to any questions you receive, and always show appreciation when someone retweets your content

Instagram

Instagram is the perfect platform for visual artists, because it’s a great place to post in-progress work, glimpses into your life as an artist, and images of your completed pieces.

But the best way to gain followers on Instagram is consistency. Accounts that post consistently — whether it be several times a day or a few posts a week — see more engagement and retain followers better than those that post sporadically. Accounts with visually cohesive content also perform better than those that don’t.

What do you need to know to grow your audience on Instagram?

▶ Use color and composition to create a consistent, appealing feed of photos that contain similar subject matter
▶ Use Instagram Stories to document moments in your creative process, or community events that you attend
▶ Include relevant hashtags that will help potential fans find you
▶ Add a location tag when you’re out and about to increase your visibility
▶ Comment on the photos other artists and arts organizations to build relationships
▶ Come up with a posting schedule and stick to it. You can even use scheduling platforms like Hootsuite to publish posts for the future
▶ If you sell your work or provide services, change your personal account to a Business account for added analytic features and a “contact” button
Like Instagram, Pinterest was built to share visual content, but it functions very differently. Even though it’s typically perceived to be another social media site, it’s much more like a search engine, making it a great way to drive traffic to your website. Users explore categories and search for the content they’re looking for. So with an optimized description and descriptive board titles, your pins can reach far beyond your followers.

With a business account, you can connect your portfolio website and apply for Rich Pins, which will automatically generate metadata and pull a title for your pin. The added information really helps your pins stand out and let’s users know what the pin is about!

Not sure how to start using Pinterest to promote your work? Keep Reading...

- Due to the style of the feed, vertical images perform better than horizontal or square ones
- Lighter colored graphics typically receive more engagement than ones with dark colors
- Create one board that is entirely dedicated to your content, and then create additional boards that include keywords that relate to your art. Use these other boards to repin similar content and add some of your own work into the mix
- Find and join group boards that match your medium or creative aesthetic and pin your work there

If you enjoy making videos, YouTube is a really great place for artists. Here, you can share your knowledge with tutorials, showcase performances, or upload timelapses of you creating work. But understanding YouTube Optimization is key to helping people find you in search.

It’s also important that you engage. Find similar channels, leave comments, and reply to other users’ comments to start conversations. Becoming a part of the larger YouTube community is extremely important here.

Intimidated by YouTube? Don’t be! Here’s how you can get started:

- Every time you upload a video, you’ll want to write a thoughtful title, a helpful description, and add as many tags relevant as you can
- Make eye-catching, custom thumbnails for each of your videos
- Use End Screens and Cards to drive traffic to your website, videos, and playlists
- Create playlists to combine your videos with relevant videos from other channels
- Pay attention to your video’s analytics to see where your traffic is coming from and see which videos perform best
Facebook

As you may have noticed, Facebook is basically its own giant online universe. It may be overwhelming, but it has a lot to offer if you know how to use it correctly.

First of all, unless you’re willing to invest in Facebook ads, exclusively using a Facebook Page to promote yourself as an artist won’t get you very far. On average, an image or post on a page might be seen by about 20% of your fans. Thanks to Facebook’s Mid-2016 algorithm updates, users’ feeds prioritize friends and family posts, so your new Facebook page is going to see extremely low engagement. I definitely recommend setting one up, so that people interested in you can learn more and connect with you on Facebook, but don’t expect to go viral anytime soon.

However, if you’re a live performer or regularly run/participate in live events, you can use features like Facebook Events and Facebook Live to skyrocket engagement with your page.

You may have noticed how often you receive notifications about livestreams or event invites. Facebook will always be dedicated to providing a great user experience and they genuinely want to see individuals connect with each other, which is why they try so hard to make sure you don’t forget about that local concert or holiday party you were invited to.

But if you really want to connect with people on Facebook who have shared interests, one of the best ways to do so is to join groups. There’s a group for just about everything, and they’re easier to search for than Pages. Try looking for local artist groups, or groups focused on your preferred artistic medium. There, you can ask questions, engage in conversations, ask for feedback, and possibly even meet a client or collector one day!

And of course, you don’t want to forget about your personal Facebook profile. Seriously, your friends and family will always be your biggest supporters, especially in the beginning. And if they comment, like, and share, people in their network will start to see your posts too.

LinkedIn

Great for building professional connections, but not conducive for showing off your work. Honestly, the only time I ever use LinkedIn is when I’m looking for a new job or need to connect with an influencer in the arts.

Snapchat

Since snapchat lacks permanency, you can’t expect people to easily discover your artwork here. But it is great for engaging with your existing audience, sharing live events, and providing behind-the-scenes looks at your creative process.

Conclusion

If you’re one of those people that isn’t all that psyched about social media, just know that there are other ways to grow an audience. But before you decide which platform is right for you (or if you want to be on social media at all), you should understand how they each work.

In the end, it all comes down to what your goals are. Having a social media presence is a great idea, but it can be a steep uphill battle, so don’t underestimate the amount of time you’ll need to invest in it.
Get Business Cards

Honestly, this might be the easiest step here, but that also makes it an easy one to overlook.

Business cards help you get real people from the real world to remember you and connect with your work online.

Your business card should reflect you and your work. Include your website, email address, name, and title. Lots of artists showcase their work on one side, and their contact information on the other, but don’t be afraid to get creative. You want people go home, remember your business card, and pull it out to go visit your website. The more memorable you can make it, the better.

Start collecting business cards that you like and search the web for inspiration. My go-to printer is https://www.moo.com/, because they make great quality cards and offer some unique options!
10. GET OUT THERE
CONGRATULATIONS! YOU DID IT!

But this step is, by far, the hardest part.

Now that you look like you know what you’re doing, it’s time to start actually doing.

Apply to calls for work. Go out and talk to other artists. Join organizations, clubs, and collectives. Immerse yourself in your local creative community, and show people what you’re capable of!

I know it’s scary at first. No one wants to experience rejection, especially when you’re baring your heart and soul through your art.

But if (and when) people tell you, “no,” take a moment to reflect. Always ask for feedback. Find out how you can improve.

Alternatively, you can send out so many applications that you don’t even have the time to notice when you don’t hear back from a gallery or publication.

No matter your approach, find supportive people that will remind you that you’re brilliant... Even when you don’t feel that way.

The only way you’ll find success is when you’re just as open to experiencing failure.

So be fearless, be an artist, and get to work.
Thank you!

I sincerely hope this guide was beneficial to you! From here on out, you’ll receive email updates from aftrART that are designed to bring you information that will help you sustain your creative practice.

Every week, I write blog posts and create videos that build upon the foundation that you’ve just learned about in this guide. So stay tuned for some really exciting stuff!

And if you have any questions thoughts, or feedback, please feel free to contact me at amanda@aftrart.com. I would love to hear from you. You can also follow aftrART on any of the social media platforms included below!

— Amanda Mollindo

http://www.aftrART.com

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