



ForgeAhead 15 Smart Tips

ForgeAhead ~ Where Artists Meet Opportunity

From Creating with Heart to Earning with Art!

15 Smart Tips for Artists

Every artist's journey looks different. Some feel most inspired in the studio, others are ready to step out to their first art show, and many are already seasoned vendors fine-tuning their setup. Wherever you are in your creative journey, these ideas may help you build confidence, connection, and momentum — your way.



No Booth? No Problem! — 5 Ways to Thrive from Your Studio

You don't have to leave your creative space to grow your reach or income. If your heart lives in your studio, these practical ideas help your art travel farther.

1. For Work Online Your Best Bet If You're Brand New — Start where the customers already are:

- **Etsy** for handmade + digital
- **Redbubble** for designs
- **Society6** for fine art prints
- **Amazon Handmade** for reproducible goods

Redbubble and Society6: These platforms are highly popular for **selling print-on-demand merchandise**. You upload your artwork, and they handle the printing, shipping, and customer service. This is one of the easiest and most hands-off ways to sell your art work with

various products choices online. The most popular print-on-demand products are apparel, with t-shirts as the top seller, followed by home decor (like wall art and throw pillows) and drinkware (such as mugs and water bottles). Other popular categories include accessories like tote bags and phone cases, and stationery like notebooks. How would your art look on a tote?

2. **From Your Studio Offer Small Works & Easy Shipping** — Sell prints, cards, or small originals that ship easily. Including your business card with simple, thoughtful packaging adds charm, which customers always remember.
3. **Offer Workshops in Your Studio** — Workshops are a good way to bring in a few students at a time to your studio space and show them a project they can begin and finish in 3-4 hours. This is fun for your students, because many bring friends, making it easier to fill up a workshop quickly.
4. **Partner with Local Spaces** — Display your art in coffee shops, boutiques, or salons. Rotate pieces monthly and include pricing and contact info.
5. **Be Seen & Celebrated** — Consider Joining *Feature Me!* on ForgeAheadARTS our YouTube channel. Take a couple to a few video clips with your phone and we'll spotlight your creative journey, your art, and feature links to your socials, where like minded artists and new customers can find you and your art. [Feature Me!](#).

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Ready to Step Out? 5 Ways to Prepare for Your First Art Show

Keep it simple to test the waters — simple displays, signs, and inventory. Don't try to do too much on your first go.

1. **Outdoor Shows** — If your show is outside and you are using a tent, be sure to check the weather forecast often. It's important to have adequate tent weights when dealing with wind. Most vendors have wind stories.
2. **Taking Money** — Practice using your payment device before the show starts. If using a Square device, make sure the Square App is up and running on the device you will be using for check-out. It's important to do this beforehand so you are not fiddling with it when you have a customer waiting to check out (believe me, that is nerve-wracking!).
3. **Nourishment** — Taking your own snacks, drinks, and lunch food makes the day go much smoother. It's not always easy to get away for food and drinks (lines are typically long!). Take good care of yourself.
4. **Cash is King** — Remember to bring enough change for those who will pay you with cash. Keep it in a safe place and out of sight.
5. **Booth to Bank ~ Start Smart** — We put together a full, easy-to-follow guide that walks you through the art-show world and helps you decide if this path is truly right for you. Before you invest time, money, and weekends on the road, *Start Smart* clarifies what art shows really involve — the good, the challenging, and the parts most people never talk about.

It covers everything from preparing your booth to navigating show days with confidence, giving you a clear roadmap to start strong *and* the clarity to know whether art shows fit your life, your personality, and your creative goals.

Booth to Bank: Start Smart

From Kitchen Table to First Show — Where Creativity Meets Opportunity

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Already Doing Shows? 5 Ways to Enhance Your Success

To elevate your performance at art shows, focus on four key areas: enhancing your booth's visual appeal, improving your engagement with visitors, adjusting your pricing strategy, and implementing effective follow-up

1. **Track What Sells** — keep notes on your best sellers, including color, price, and type of work.
2. **Upgrade Your Presentation** — small changes in signage, pricing tags, or display fabrics can refresh your whole booth.
3. **Tell Your Story** — add a short framed “About the Artist” sign so buyers connect with the person behind the work.
4. **Use Socials to Stay Active Online** — post booth photos and tag each show to reach new visitors. Let them know when and where you will be showing.

5. **Connect with Other Artists** — share experiences and encourage one another. Collaboration keeps creativity alive.

Booth to Bank: Level Up

From Tent to Triumph — The Booth to Bank Way

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We hope you enjoyed our tips!

That's a wrap, until next time...

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If something's on your mind, just ask — we're here for you.

Contact Us: hello@forgeahead.art.