



GET *started* SELLING DIGITAL --- WALL ART

**How to start selling digital
prints of your original art**

A ceramic mug with a face and a pencil. The mug is white with a yellow band around the top and bottom. It has a face with a red nose and a yellow band around the top and bottom. A pencil is stuck in the mug. The background is white.

Table of contents

HELLO AND WELCOME	PG 3
WHAT IS A DIGITAL SHOP?	PG 4
WHAT IS A DIGITAL FILE?	PG 5
WHAT TOOLS DO I NEED?	PG 6
WHAT FILE SIZES DO I NEED?	PG 7
HOW TO PRICE YOUR ARTWORK	PG 10
TIPS FOR STARTING	PG 11
FURTHER READING	PG 15

HELLO & WELCOME

WHO AM I?



My name is Trina, and if we've never met, I help small shop owners on Etsy open their shops and provide tips and ideas to take their shop to the next level.

I also talk about creativity and organisation on my blog

OhSheCreates.com

WHAT THIS GUIDE IS ABOUT

I will show you how I manage my prints, what I sell, what sells best, and how I get from a watercolor print to a final digital file ready for sale.

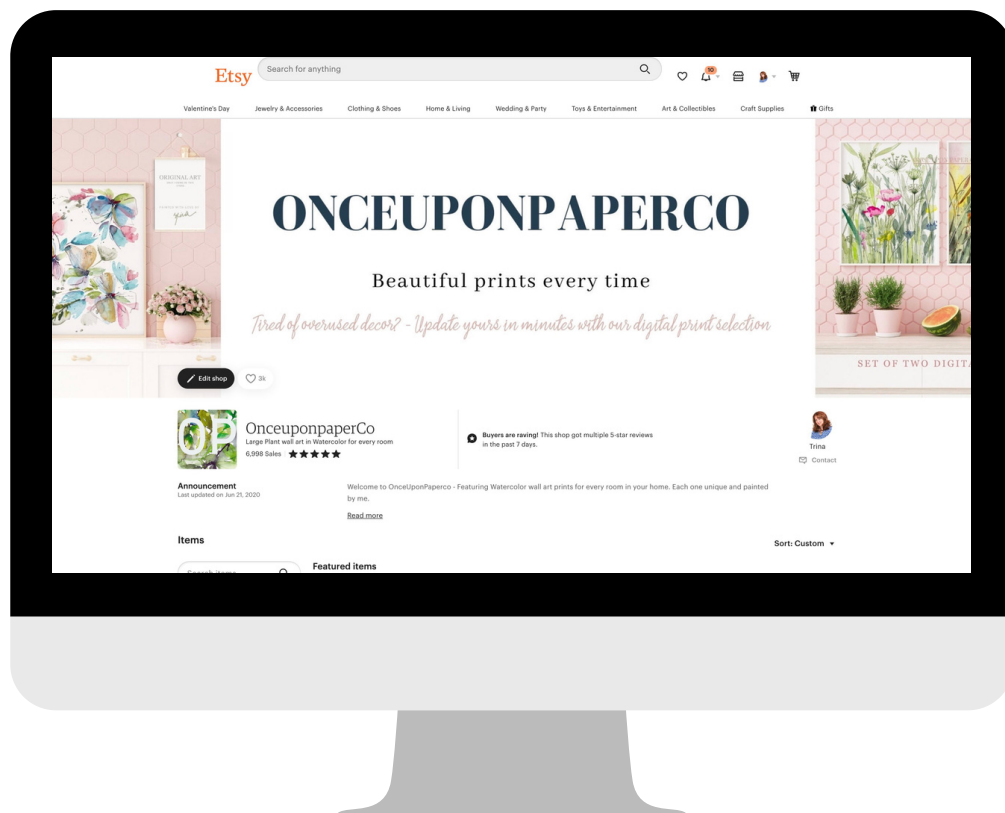


WHAT IS A DIGITAL SHOP?

I sell digital prints on Etsy and Shopify. Both are perfectly great platforms, but Etsy has the edge right now for me, purely because it has built-in traffic, and I can manage sales and taxes easier. I still use my Shopify store, but most of my sales come via Etsy.

You can begin selling digital prints on Etsy at any time, with only one print. I prefer to sell my artwork in digital format, which I paint in Watercolor or mixed media as I want to spend time on other projects whilst retaining some passive income streams online. As with any small business, having a process in place is crucial if you are to succeed at selling online.

My digital shop means I do not send anything in the post; all the files are uploaded to Etsy who takes care of the file delivery after purchase.



WHAT IS A DIGITAL FILE ON ETSY?

TYPES OF FILES FOR SALE ON ETSY

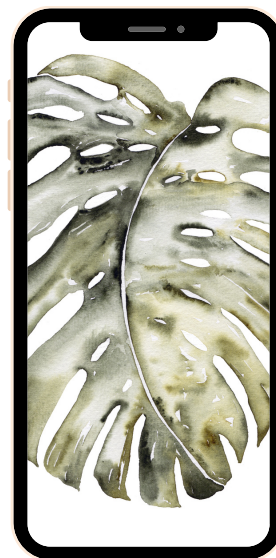
Etsy sells many items, everything from wooden dog toys to plant pots and beyond. It is the perfect place to get started selling since it's straightforward to begin and costs little.

A digital file can be anything from a PDF pattern to a printable party truck.



I love watercolor painting, but instead of selling the original artwork once, I produce my artwork's digital files and sell them repeatedly.

I upload the digital files to Etsy and place them for sale in a listing. Then Etsy sends the link to download the digital files to the customer following payment. This process takes place automatically within the Etsy platform, which allows you to earn income while you sleep.



WHAT TOOLS DO I NEED TO SELL DIGITAL PRINTS ON ETSY?

Surprisingly not many. As you are not selling anything physical, no trips to the post office, no ink costs, no printer needed. Of course, you will need a way to get your artwork on the computer. I use a scanner for this. It scans in the painting as a tiff file on my desktop.

I've received 100's of 5-star reviews in my shop, and usually, these are directly linked to the print quality once printed.

1

A GOOD SCANNER
WHICH IS CAPABLE OF
SCANNING IN AT 600 DPI

I always scan at 600dpi (Dots per inch), so if you intend to purchase a scanner, please check the capabilities before purchasing.

2

A SUBSCRIPTION TO CANVA
PRO. THIS YOU CAN USE TO
LIFT OFF THE BACKGROUND
AND ALSO CREATE MOCK
UPS

Editing files can be done in Canva.com, which is a cheaper option through their Canva Pro subscription. This is an excellent (almost free) option to lift off the background from your artwork.

3

ADOBE PHOTOSHOP IF
POSSIBLE. 5-STAR REVIEWS
COME WITH GOOD QUALITY
FILES

I prefer to use Photoshop. My watercolors tend to have many details around the edges, and I've found Photoshop to have the best capabilities of editing the artwork and producing a good quality print.

WHAT FILE SIZES SHOULD I USE ON ETSY?

When creating my digital files, I lift off the original painting's white background and leave only the artwork. I can quickly drag and drop only the painted image onto separate artboards in Photoshop. Change the size, shape and brighten the colors.

Once I have completed this process, I can use a single piece of art and create various sizes.

For file sizes - I try to make 6 for each artwork. This might sound like a lot, but usually, each customer is searching for different dimensions, and I found it was easier to create all the files in a single listing. This way, the customer can use different sizes depending on their needs. One customer may wish to use your print in a large format in a hallway, whereas another customer may want to use a much smaller size in the kitchen.

I create each file in the largest size possible. My scanner is A4 in size, so I tend to paint in that size for my watercolor artwork. I find this simplifies the process when it comes to scanning in the painting. You can, of course, create your artwork in a larger format, but in this case, you may be better off photographing your art and then using the image in Photoshop.

If you purchase a scanner, and you regularly paint in A3 size, for example, it will cut your processing time a lot if your scanner is also A3. (A4 and A3 refer to paper size, used in the UK mostly.)

THE SIX FILES SIZES I CREATE ARE AS FOLLOWS.

50CM X 50CM SQUARE PRINT
FOR ANY SQUARE SIZE OF 50CM OR BELOW. E.G: 10IN X 10IN, 5×5 OR 8×8

2×3 RATIO
FOR ANY PRINT WHICH IS 2 X ACROSS THE BOTTOM AND 3 X UP THE SIDES, E.G: 4X6IN
OR ANY COMBINATION OF THE SAME 50X75CM 30X45CM 4X6IN 6X9IN 8X12IN
10X15CM 16X24IN

3×4 RATIO
FOR ANY PRINT WHICH IS 3 X ACROSS THE BOTTOM AND 4 X UP THE SIDES, E.G: 6X8IN
OR ANY COMBINATION OF THE SAME 30X40CM 6X8IN 9X12IN 12X16IN 18X24IN

4×5 RATIO
FOR ANY PRINT WHICH IS 4 X ACROSS THE BOTTOM AND 5 X UP THE SIDES, E.G: 4X5IN
OR ANY COMBINATION OF THE SAME 40X50CM 4X5IN 8X10IN 16X20IN

IOS PAPER SIZE
FOR PRINTING AT THE FOLLOWING 5×7IN A2 A3 A4 A2 (UK PAPER SIZES)

AN 11×14 INCH FILE
FOR PRINTING TO FIT AN 11×14 FRAME.

NOT TO SCALE:

50X50 CM

**2:3
RATIO**

11 X14 IN

**3:4
RATIO**

**4:5
RATIO**

PAPER SIZE

HOW TO PRICE YOUR ARTWORK?

My preferred starting point: I charge \$5 per item. It gives the buyer access to all seven file sizes, and of course, they can print as many as they wish. I know it doesn't sound like a lot of money. – But really, remember you only have to create it once and put it on sale. Other than a few questions from buyers – you don't need to touch the listing again.

I have tested many price points and found that Etsy buyers love a bargain, so be prepared to give discounts regularly.

You may feel despondent at selling your beautiful artwork so cheaply, but it is better to sell the same item 100 times for \$3, than only 10 times for \$10.

FILE TYPES – JPG OR PDF?

When I started selling digital prints on Etsy – I made my files in Pdfs and CMYK colors. Most of my customers were able to take this and get it printed online or in-store. However, after lots of feedback, I switched to selling JPG files only and in RGB color format. I find this the most accessible for buyers, and my target audience mostly prints on a home printer.

*There are several types of color, but to keep it simple –
Scanners and computers use Red, Green, Blue (RGB)
Commercial printers use Cyan, Magenta, Yellow and black (CMYK)

TIPS FOR STARTING TO SELL YOUR ARTWORK ONLINE

01. Work cleanly

Ensure your prints are relatively clean around the edges. It will make it far more straightforward to lift off the background later.



02. Develop a theme

If you are able, develop a theme for your work. Not necessarily your signature style, but make prints that match in some way. Buyers love to purchase more than one at once to create a wall of art at home.



03. Find your market

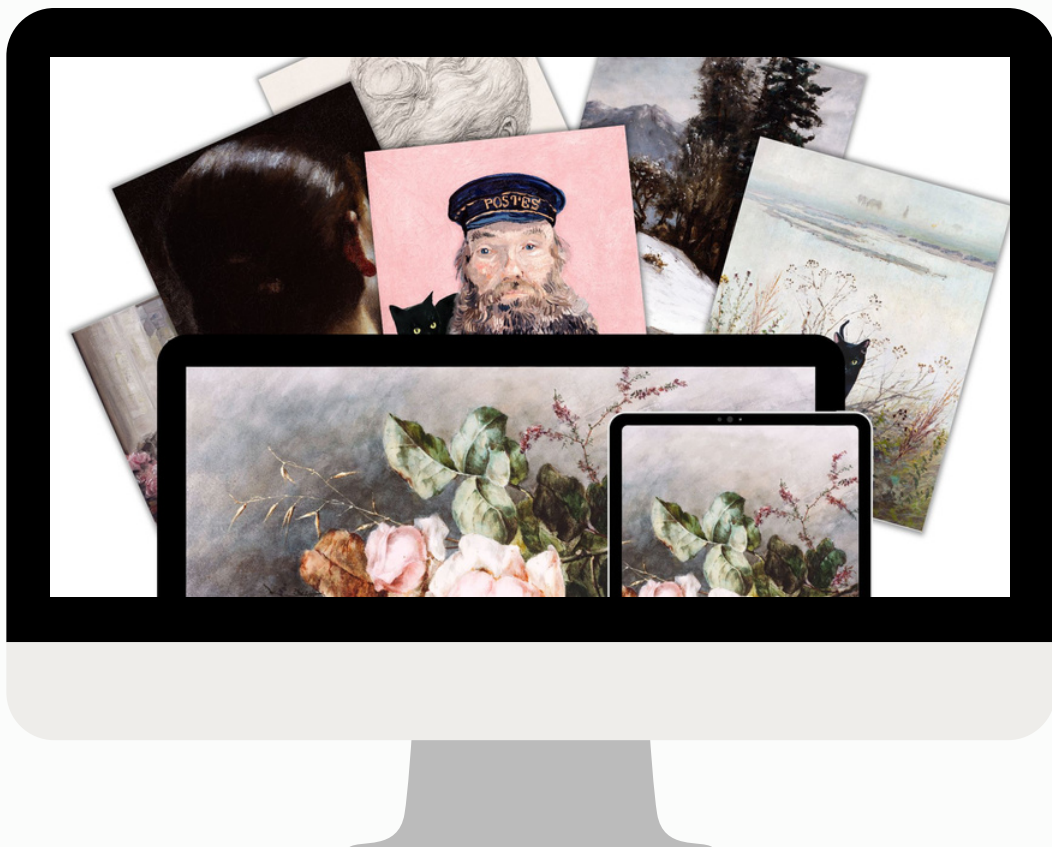
As with any online business, Etsy is really about finding your market and getting your products out there. Produce something which hasn't been seen before and make it your own.



READY TO START SELLING YOUR ART ONLINE?
SIGN UP FOR THE

Digital print course

START SELLING DIGITAL PRINTS
ONLINE COURSE



READY TO TAKE YOUR SHOP TO THE NEXT LEVEL

NEED HELP GETTING ORGANISED?

EVERYTHING YOU NEED TO GET STARTED

ETSY SHOP PLANNER

- Includes a digital copy of the **Etsy Creative Planner** – which will show you how to analyze your shop, find your customers, know your competitors, Set goals, and much more.
- Includes my **most downloaded Tag PDF updated and complete** for you to get to grips with your Etsy shop tag process



OVER 60+ PAGES

START PLANNING YOUR ETSY SHOP TODAY

ETSY SHOP PLANNER

The image displays a collection of 18 pages from the 'ETSY CREATIVE PLANNER'. The pages are arranged in a grid-like fashion, showcasing various planning tools and templates. The top left page features a rainbow logo and the title 'ETSY CREATIVE PLANNER'. Subsequent pages include sections for 'GOAL MAGIC', 'BIG DREAMS', 'ANALYSE YOUR STATS', 'WORKING TO A 90 DAY PLAN', 'REVENUE GOALS', 'HOW WILL YOU MAKE MONEY', 'GOALS FOR THE YEAR', 'KEEP GOING!', '90 DAY TASK LIST', 'WHO IS MY COMPETITOR?', 'SEASONAL PRODUCT IDEAS', 'WHERE AM I?', 'HOW TO USE THIS PLANNER', and 'ABOUT THE AUTHOR'. Each page contains a mix of text, tables, and checkboxes, designed to help users organize their Etsy shop planning. The bottom right page shows a '90 DAY TASK LIST' with a grid for tracking tasks over time.

Kind Words

FROM HAPPY CUSTOMERS



Helps to focus on the important issues

"My Etsy shop is already some years old. However, I am planning an optimization which is why I wanted to use this shop planner. There are some very useful tips about particulars which I had forgotten or simply disregarded until now. I love the sheets that are encouraging and it helps to focus on the important issues."

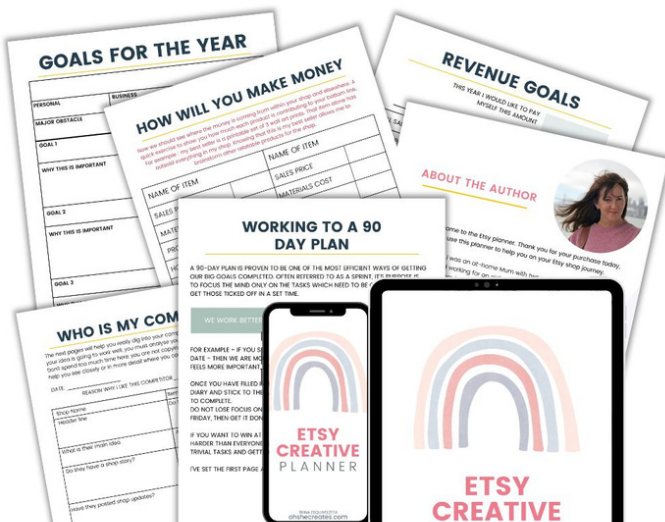
DOROTHEE A



I wish I'd had the planner 7 years ago

"I bought the Oh She Creates Etsy Creative Planner and I'm working through it now. I wish I'd had the planner 7 years ago and implemented the advice given in the first 4 pages for starters - I would have known exactly what to do before launching products and would have made many more sales. This small investment has helped me focus on the business side of my shop and I recommend it for beginners as well as more established Etsy shop owners."

JAN S



I'M READY TO GET STARTED

MORE HELP!

YOU CAN FIND MORE HELPFUL TIPS AND IDEAS ON SELLING DIGITAL ITEMS ON [OHSHECREATES.COM](https://ohshecreates.com).

HELPFUL POSTS FOR ANYONE WISHING TO START AN ETSY SHOP OR SELLING DIGITAL ITEMS ON ETSY.

[HTTPS://OHSHECREATES.COM/SELL-DIGITAL-DOWNLOADS/](https://ohshecreates.com/sell-digital-downloads/)

[HTTPS://OHSHECREATES.COM/ETSY-SEO/](https://ohshecreates.com/etsy-seo/)

[HTTPS://OHSHECREATES.COM/START-A-WEBSITE/](https://ohshecreates.com/start-a-website/)

[HTTPS://OHSHECREATES.COM/ETSY-LISTING-PHOTOS/](https://ohshecreates.com/etsy-listing-photos/)

ohshecreates.com



Thank you for reading

Trina