



Where to Find Art Buyers



Discover possibilities through the people, interests, and connections already in your life.

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You may know more possibilities than you realize

We don't know your business, life, or career. But you do. You have experiences, interests, and connections that no general guide could fully account for.

Some may hold opportunities for your art that you haven't considered. Everyday demands occupy your attention. You can know someone for years without thinking about how their interests or connections might overlap with your work.

Browse the clusters on the following pages and notice what catches your attention. Most items may have little relevance to you. One or two could bring someone to mind or help you see a familiar connection differently.

Let one thought lead to another

Free association means allowing one idea to remind you of another without deciding too quickly whether it's useful.

Travel adviser → a trip to Italy → a friend who organizes tours → people who love the places you paint.

Your useful connection may be several thoughts away from the item that started it. Even something you would ordinarily dismiss can spark an association. You don't need to approach a luxury auto dealer for that suggestion to remind you of a former colleague who restores cars.

As you browse, consider: Who or what does this remind me of?

People and shared interests

People from different chapters of your life

A former occupation, an old neighborhood, or an activity you once enjoyed can bring an entire circle of people back to mind.

- Former colleagues, customers, and suppliers
- Alumni groups and former classmates
- Professional associations and retired members
- Former neighbors and people who moved away
- People you served alongside as a volunteer
- Past buyers and people who have introduced you to others

A connection you might overlook

An artist who paints local scenes may think first of current residents. Former residents may have an equally strong attachment to those places. An alumni group or an old neighbor could bring someone to mind who would appreciate a reminder of home.

For an abstract artist, the connection might come through a former profession. Someone you worked with may be opening a practice or know a person who enjoys collecting art.

People who care deeply about something

An interest often has several communities around it: participants, supporters, people who preserve its history, and people whose livelihoods are connected to it.

- Riding clubs and therapeutic riding supporters
- Car restoration communities and automotive history groups
- Antique collectors and vintage enthusiasts
- Specialty plant societies and garden tour hosts
- Birding groups and habitat conservation supporters
- Maritime history groups and wooden boat enthusiasts
- Music fans, memorabilia collectors, and dance communities
- Architectural preservation groups and owners restoring older homes

Follow the interest a little further

An equine artist may naturally think of riding clubs. A therapeutic riding program introduces another circle: volunteers, families, supporters, and professionals. It may remind you of someone you already know whose involvement gives you a meaningful connection.

Businesses and communities

Businesses connected to people's interests

Consider who is connected to a business and what you may have in common with them. A business name can remind you of its owner, a customer, or someone you already know.

- Travel advisers arranging specialist trips
- Luxury auto dealers and restoration businesses
- Jewelers and specialty retailers
- Architectural salvage businesses
- Specialty nurseries and landscape designers
- Marinas and boatbuilders
- Independent inns with strong local ties
- Interior designers and real estate professionals

Look beyond the business name

“Travel adviser” may suggest someone who books vacations. Look a little further and you might think of alumni travel programs, language teachers who lead trips, or a friend who organizes walking tours.

An architectural salvage shop may remind you of people restoring homes, craftspeople, or someone who shares your appreciation for old buildings and materials.

Communities you already belong to

Your art doesn't have to depict a community's interests for your participation to matter. Being involved gives you shared experiences and reasons to talk with people.

- Museum docents, volunteers, and supporters
- Symphony, theater, and dance communities
- Service clubs such as Rotary and Kiwanis
- Community foundations and charity supporters
- Cultural heritage and local history groups
- Arts associations and guilds
- Retirement communities and their cultural programs
- Informal circles around a recurring activity

Your participation can be the connection

An abstract artist who enjoys the symphony may know people through performances or volunteer work. A conversation could reveal that someone is furnishing a home or interested in art.

They may also make an introduction because they've come to know and respect the artist. The connection began through participation, rather than the subject of the artwork.

Follow one association

Choose an item that caught your attention. Let it remind you of a person, place, or experience. Then ask what that thought reminds you of.

You can do this in your head or jot down a few words. Follow two or three associations and see whether something becomes more specific.

There may be a connection here because...

That reason could be a shared interest, a personal history, or someone you know. One or two possibilities are enough to begin.

Begin with a connection

Consider whether this person might buy your art or know someone who would. That leaves room for the relationship to develop without placing the expectation of a purchase on it.

Most people don't wake up thinking that today is a good day to buy art. Relationships develop as people get acquainted and discover shared interests, trust, and mutual respect.

Some connections lead to purchases. Others lead to referrals, introductions, or opportunities. They can also be rewarding on their own. You don't have to become close friends for a connection to be worthwhile.



Take the next step

You may have recognized a possibility you weren't looking at previously. Making contact and communicating with that person is the next step.

How to Find Art Buyers—and Connect and Communicate with Them

The course helps you choose possibilities that fit, find a natural reason to connect, talk comfortably about your art, and follow up as relationships develop.

[Explore the course](#)