



# Artist's Success Blueprint

Five Foundations to Attract Interest  
and Boost Sales



*Amanda van Gils*



# Visual Artist's Success Blueprint

## **Welcome to the Five Foundations to Attract Interest and Boost Sales**

As an artist, making sales and generating interest in your work is essential for sustaining your creative career. Understanding what is important to you, how you wish to run your art business, and what goals you are striving for are foundational steps to any kind of success.

But there is more to achieving success than these crucial steps.

This guide covers five foundations you can focus on:

1. Your Work
2. Your Pricing Strategy
3. Your Artists Website
4. Your Marketing
5. Your Email List

to achieve success in the challenging art market.



## A COHESIVE BODY OF WORK

# Your Work

Without the work, there is nothing to sell and nothing to present, so the work comes first.

A cohesive body of work not only appeals to buyers who are drawn to your specific style but also enhances your credibility as an artist, giving confidence to prospective buyers and collectors.

Presenting consistency in style and theme creates a strong visual identity that makes your art recognisable and memorable.

Create the best art that you can and aim to develop a signature style or aesthetic that sets you apart from other artists.

This doesn't mean you can't experiment or explore different techniques but ensure there is a common thread that ties together the pieces you present.

Capture good quality images of your art so that you can properly showcase your art to your audience.





## PRICING STRATEGY

# Your Pricing Strategy

Pricing is something a lot of artists worry about  
*Am I pricing too high? Will people pay that?*  
and so on.

The simplest way to combat money mindset and pricing issues is by having a clear pricing strategy. Clear pricing can make you more confident and buyers respond better to confident pricing than uncertain pricing.

Understand what it costs you to run your art business and create your work, how to price so you can make a profit from your art.

When pricing your artwork, factor in materials, time, overhead costs, and the perceived value of your work. Ensure your prices are reflective of your market positioning and the quality and uniqueness of your art

Diversifying your revenue streams can help maximise your sales potential.

Consider offering a mix of products and services that are relevant to you and your positioning, such as originals at various sizes, reproduction prints, workshops, commissions etc.

This not only caters to buyers with different budgets but also creates multiple income streams to support your artistic practice.

## A WEBSITE THAT SHOWCASES AND CONVERTS

# Your Website

Your Website serves as your shopfront and your online portfolio, making it a crucial tool for artists wanting to make sales and grow their audience.

Having a website that is not only visually appealing but is also, user-friendly, mobile responsive, attracts visitors and converts them to 'leads' and 'buyers' is vital for any artist wanting to make sales.

High-quality images are essential, so invest in professional photography or learn how to take high-quality images yourself.

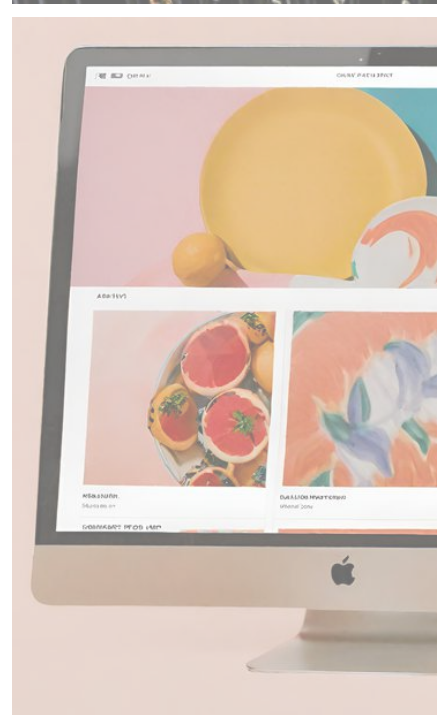
Incorporate an easy-to-use e-commerce platform that allows visitors to browse, buy, and inquire about your artwork seamlessly. We use WooCommerce for WordPress, Squarespace, Shopify and Wix are a few of the other options.

If you make your sales exclusively through galleries rather than your website, incorporate direct links and information to ensure it is easy for potential buyers to find and purchase your work

To build your audience, regularly update your website with new content to encourage traffic to your site. Refresh your store regularly, promote your website and engage with your audience through blog posts, newsletters, or social media integration to keep them coming back for more.

### ***Need tips on Websites?***

*Check out our [website blog posts](#), visit [The Artists Business Lounge shop](#) to check out our website resources, or download the free [Website Platform Options Guide](#).*



## Your Marketing

Without marketing, the only people who will know about your art, are the people who already know about it.

To reach a wider audience and attract potential buyers to your art, marketing is essential..

Develop a marketing plan that includes both online and offline tactics, aligning with your specific goals and activities.

Use platforms like Instagram, Facebook, and Pinterest to display your work, engage with followers, and build a community around your art.

Collaborate with other artists, relevant businesses, and artworkers to expand your reach and use their audience.

Participate in art fairs, exhibitions, and local events to network with collectors and gallery owners.

Don't underestimate the power of word-of-mouth marketing; encourage satisfied customers to share their experiences and recommend your art to others

Email marketing through your mailing list is one of the most potent and effective marketing strategies an artist can use, so be sure to read the next page!.

### ***Need tips on Marketing?***

*Download the free Marketing Channels guide [here](#), check out our [blog](#), or join the [30 Days of Marketing Content course](#).*

# Your Email List

Email Marketing is a key strategy for artists wanting to generate interest and boost sales. To use it effectively you need to grow your subscriber numbers and build connections.

Having a standard subscribe form hidden at the bottom of your website, or your contact page rarely results in sustainable subscriber growth. Instead have an enticing opt-in where you offer something in exchange for their email address like exclusive discounts, sneak peeks, or behind-the-scenes content.

Test different form placements, floating forms, or pop-ups, and promote your opt-in sign-up form everywhere you can!

Regularly send newsletters or updates about new artwork, upcoming events, and promotions to keep subscribers engaged and informed.

Segment your email list based on interests or buying behaviour to send targeted and personalised content.

Use email marketing software to track open rates, click-through rates, and conversion rates to measure the effectiveness of your newsletters and campaigns so you can improve and refine your strategies over time.

### ***Need More Tips on Email Lists?***

*Grab our free [Email Service Providers guide](#) [here](#) to see which email marketing software is for you. Join [The Art of Profitable Email](#), the only artist specific email marketing course complete with a digital planning board (Trello) and swipe files.*





## *Final Thoughts*

Incorporating these five essentials into your art business can help you attract more sales and interest in your work, while also helping you to have a profitable art business.

By focusing on developing a cohesive body of work, having a clear pricing strategy, optimising your website, implementing effective marketing strategies, and building and nurturing an email list, you can create a sustainable and successful career as an artist.

Each of these foundational elements plays a crucial role in not only showcasing your talent but also in connecting with your audience and turning your creative work into a thriving business.

## MEET AMANDA

Amanda van Gils is a professional artist who has exhibited extensively since completing her Graduate Diploma at The Victoria College of The Arts (VCA) in Melbourne, Australia in 2000.

As a lifelong learner, Amanda has spent decades acquiring and testing all sorts of strategies for artists.

Over the past 16 years, Amanda has enjoyed supporting artists through initiatives, including establishing an 'artists supporting artists' online forum (TLF), curating three exhibitions - NetWork at The Art Gallery of Ballarat (38 artists), Exchange, an exhibition and art swap involving 55 contemporary artists, and Table21 featuring 12 artists from The Artists Business Lounge, and for six years running the online art gallery ART500.

With a parallel career as a consultant, manager and coach, Amanda has also learnt a thing or two about business and is a coach in areas including Strategy, Goal Setting, Mindset, Confidence, Leadership and Communication.

Amanda launched The Artists Business Lounge at the end of 2020. Since then many artists have grown their art businesses and careers with Amanda's support. In 2023 and 2024, The Artists Business Lounge has been recognised with several awards, including Visual Artists Career Coaching Service of the Year 2024 in the 8th annual Australian Enterprise Awards, Best Visual Artist Coaching Company - Australia 2024 in the Business Excellence Awards and Influential Businesswoman of the Year for both 2023 and 2024, cementing its reputation as a leading provider of career coaching for visual artists.

The Artists Business Lounge has clients in Australia, the US, Canada and the UK.



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Use Your Mailing List to Build Your Art Business!

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Not sure how to create a mailing list, or how to grow your subscriber numbers?

Or even what to do with your mailing list once you finally have one?

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"Art is not what  
you see, but what  
you make others  
see."

— EDGAR DEGAS