

Making Money as an Artist

27 Ways to Make Money from Your Art Skills





WELCOME

27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

Did you know that financially successful people have multiple streams of income? And that includes financially successful artists.

Research shows that millionaires have, on average, seven sources of income (or revenue) and successful small business owners don't just rely on one product or service to earn a living. The same thing applies to artists.

Artists can become more financially successful with a well-chosen mix of revenue streams, or sources of income. Why?

Because multiple revenue streams give artists the ability to:

- 1) Address different markets and address the needs and wants of your target audience at different stages of their art-buying journey
- 2) Respond to different seasons
- 3) Introduce more potential clients and collectors to your work
- 4) Learn and use new skills and knowledge
- 5) Even out the income up and down that can come if you rely solely on one stream, like selling through an exhibition.

How many streams of income do you have?

Is this something you have been considering?

For artists, there are a great many options available.

Sometimes artists can jump at introducing something new – like putting their work on a clothing line, or making greeting cards available, or reproduction prints – without thinking strategically about whether that particular revenue stream is a good match for them at this time.

What is great for one artist may not be great for you and vice versa.



Choosing revenue streams that are a great fit is important. The secret for artists is to find revenue streams that

- ✓ Are profitable
- ✓ Are congruent, or aligned with, your art vision
- ✓ Don't cannibalise sales from your main art practice
- ✓ Don't require lots of time, effort and upfront cost (and hence take away precious studio time), and
- ✓ Fit with your personality and preferences – if you are incredibly introverted and private, you may not want to consider creating live art for audiences, for example.

Another tip. Don't try to start too many different revenue streams at once.

Add new revenue streams one at a time, build, tweak, learn, improve then add another. You want to avoid having so many revenue streams that managing them all becomes a full-time job!

You also want to avoid offering so many different options that you potentially confuse your audience. Believe it or not, the more options a person is presented with, the less likely they are to buy!

Ideally, you'll want to have at least one revenue stream that is 'passive' or 'leveraged' – these are sources, that won't require much ongoing time and effort once they are set up. This is the 'get paid while you sleep' money. Examples of this kind of income can include online courses, selling prints on demand and e-books

The good news is there are so many revenue stream options available that there will definitely be options that will suit you.

In this guide you'll find 27 different options to consider.

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

■ **Direct sales of original works** - selling your original art online, at self-managed exhibitions, at events, at markets, and via pop-up shows just for starters. There are many different types of venues and opportunities for you to sell your art yourself.

■ **Indirect sales of original works (via agent, gallery)** - where a third party sells your original work for a percentage or fee. Includes, commercial gallery exhibitions, art consultants, art dealers, online art marketplaces

■ **Direct sales of reproductions via your own website** - with print on demand (POD) and drop shipping you can create reproduction prints simply and with minimal outlay. You can upload images to your chosen service and arrange prints to be made and sent directly to your customers. You can choose the surface, the range of sizes and whether you will limit the print run or leave it open. It's all up to you.

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

■ Indirect sales of reproductions via a third party -

Prints are normally offered at a lower price than originals but it's possible to maximise the price you can charge by offering them as limited editions.

■ **Licensing** - Merchandising or Art Licensing is where you sell the right to reproduce your art. You don't sell your copyright, it rather licenses the right to reproduce a specific image for specific use during a specific time frame.

■ **Art Leasing (directly or through a third party)** - make your work available for a limited time for a percentage of the retail price. Short, medium and long-term rentals can bring in income and reduce the work you need to store.

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

■ **Private Commissions** - create a custom artwork piece.

Commissions not only offer your work in a set size to suit the buyer's preferences but through engaging in the process (updates) clients also gain an experience. A well-communicated and structured commission process (yes you really do need a contract for these) can land you with very loyal buyers who are also fans and advocates. Because of the extra experience component (not to mention the pressure) commissions can be offered at a higher price.

■ **Direct sales of products or merchandise** - There are lots of print-on-demand (POD) companies that enable you to place your artwork on products such as cushions, tote bags, clothing, yoga mats, and accessories. With POD is that you don't need to pay for a minimum order or store boxes of stock. If you have a great eye for design you can create mockups of these products in minutes and display them on your website. The best part is You can also sell in real life via markets and events.

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

Open Studio Events - Open Studio events are a terrific way to share a 'behind the scenes' view of your practice. Art collectors love to see behind the scenes. They often have romantic visions of what an artist's life is like. So don't be afraid to share yours!

Ebooks/ Books / Publications - If you enjoy writing, a book or ebook can be a good option to add to your offerings. Ebooks are low-cost and able to be delivered digitally. The options are really up to you - you can create an instructional "how-to" book with information on technique, you could write a mini autobiography focusing on your experience as an artist, the problems you faced and how you overcame them, and of course you can also create an art photobook or catalogue complete with essay using a book print on demand service. Books can be sold through a site like Amazon, and/or through your own website.

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

- **Public Art Projects** - Public Art Commissions offer another way to get your work seen by a bigger audience.
- **Murals** - These may be public or private commissions or funded projects through schools or local councils.
- **Private Commissions** - Private Commissions through collectors, galleries or even interior designers or architects offer artists the chance to collaborate with someone to bring their vision to life.
- **Teaching online** - online live and recorded workshops, classes, or courses on a topic or topics you are knowledgeable on. Teach skills, and share knowledge. Teaching online opens up your potential audience - especially if you offer recordings - because time zones and venues are no longer an obstacle. You can create lessons once and offer them forever, to be accessed by hundreds and thousands of people around the globe.

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

Live workshops / Teaching in person

Teaching can be done independently, via schools, university summer schools, community centres, in conjunction with other privately run art clubs or schools. There are many options, including Paint and Sip classes if that's your thing.

Regular classes held locally that pass your knowledge and expertise onto others. You don't have to be an expert in the subject, you just need to know more than the people you are teaching. It helps to have a personable manner and a genuine interest in seeing people learn and develop.

Live workshops can be delivered online or in person. They are a great way to offer your customers a 'taste' of something and can be a teaser for a longer course. They are social events and a great way to build a community. You need to be comfortable leading a group of people. If not, start small and build your confidence.

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

■ **Live creating at events** - attending conferences and fairs on behalf of the organisers and creating art in front of the audience. Artists who enjoy working in front of other people, who specialise in capturing a moment, or caricatures or portraits or who create art that links to the cause or subjects relevant to the topic of the conference or event can find this quite lucrative.

■ **Art talks or Speaking engagements** - If you enjoy public speaking and your work has something to say, getting booked for speaking engagements may be an option. Create a signature talk and add a media or booking link to your website.

■ **Retreats** - Do you love to travel? Do you like spending time with other art lovers? Consider creating a retreat. You can choose a destination you know and love, or one you want to explore and arrange a theme and itinerary. Art tours, and workshops in holiday locations can attract high-paying clients. What's not to love about that?

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

VIP Memberships/Subscriptions - this is for your keenest of collectors. Create a special offer that people subscribe to in order to receive something, for example, a monthly print delivered to their door, a new original a couple of times a year, or whatever works for you and your particular audience. This is high exclusivity and can bring repeatable monthly income.

Brand collaborations - Get together with other similar or complimentary businesses and come up with an irresistible package between you. This is also a great way of building your email list as you promote to each other's list. A win-win.

Freelancing - If you can provide graphic design, layouts, portraits, or illustrations, you can use your creativity to support your fine art with a profile created on a freelancer site like Upwork or Fiverr

MAKING MONEY AS AN ARTIST



27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

■ **Artist residencies (funded)** - OK not really a big income stream but some artist residencies provide stipends in addition to providing studio space, accommodation and introductions to other artists and art workers

■ **Royalties** - register your images with the relevant copyright agency to receive payments whenever your artwork images are used in publications.

■ **Grants** - Grants offer money to artists for specific purposes such as creation of new work, exhibitions, travel etc. This is not 'easy money' because you need to apply and acquit the grant but if you do decide to follow the grant route, it can be incredibly rewarding creatively and financially.

■ **Affiliate earnings** - recommend and promote books, art supplies, courses and programs to your audience via your website, blog, YouTube channel and email list in exchange for a payment. Check out The Artists Business Lounge Affiliate Program [Here](#).

MAKING MONEY AS AN ARTIST

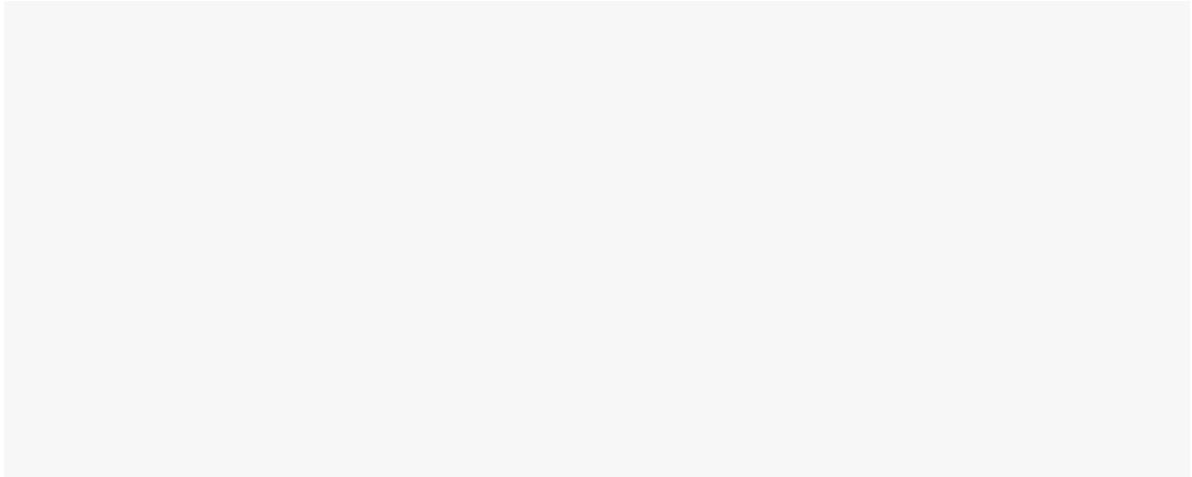


27 WAYS TO MAKE MONEY FROM YOUR ART SKILLS

Sponsorship, Crowdfunding and Patreon - these are technically three different things but they are all along a similar line whereby someone provides you with ongoing funds, potentially a stipend or monthly contribution to enable you to create your work (sponsorship), or a financial contribution so you can develop and showcase a project (crowdfunding), or a small monthly contribution to get special access to content (Patreon). Sponsorship can also be provided by an aligned brand - eg an ambassador for a brand of paint.

Start and monetise a YouTube channel, podcast, or blog - You don't need high-end tech gear to have a YouTube channel, podcast, or blog. You only need knowledge and information to share if you have a computer, internet, and a phone. Something to say, the means to say it, and a desire to share will help you with this one. You can monetise this primarily through sponsorship and advertising opportunities. Building an income through this channel can take a while, but it can be surprisingly lucrative.

How many revenue sources do you have that are working for you?
List your current sources here, and tick some from the list you
would like to try.



Believe it or not, there are more than 27 options. Artists have great imaginations and regularly come up with new ways to show, share and sell their artwork and make money from their art skills.

Don't try to do too many. Choose a few options that fit with how you want to show up in the world as an artist. If you are aiming for a high-end career, putting your art images on a mug may not be a great idea, but if you regularly sell to gift-givers at market stalls, this may be an option. It's all about the best options for you.

Best of luck!

Amanda x

More Resources & Services



The Artists Business Lounge Success System program

Our signature program features regular group coaching calls, Q&A calls, guest experts, access to over 20 online courses, community, templates, resources and so much more.

Marketing for Artists: 30 Days of Marketing Content

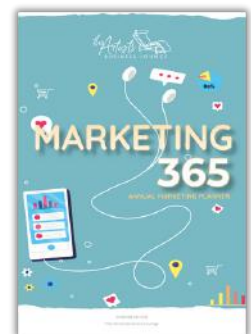
Completely transform your marketing. Learn how to make more impact, drive greater engagement and conversions,



A full year of newsletter prompts and ideas, this board is included in the course *The Art of Profitable Email*. Includes resources, links and tips so that you can leverage your subscriber list and make a living doing what you love - creating art.

Marketing 365 - A Perpetual Marketing Planner

An eBook with tips to help you plan, track and review your marketing activities so you don't miss any key dates and opportunities and can easily monitor results.



Individual Coaching - the fastest way to make progress

My eyes and attention on your art business. Together we craft a plan tailored to your specific needs and stage of your career. From a one-off session, an activation workshop, through to a 3, 6 or 12 month program. [Get in touch here.](#)

Standalone Courses

Money Mindset for Artists, The A-Z of Exhibitions, Grants for Artists, and more. See the options [here.](#)

Do you want to find out more? Book a complimentary 20-minute 'Let's Chat' call via our [website](#)

The Artists Business Lounge

Art Business for Artists

The Artists Business Lounge was launched by Australian Artist and Coach Amanda van Gils in 2020 to support artists to grow their careers and business through individual coaching, online courses, group programs and resources, all designed for visual artists who want to achieve more.

We cover a broad range of topics essential for every artist from strategy, identifying your target audience, grants, pricing, marketing, developing your vision, working with galleries and so much more.

The Artists Business Lounge is here to help you take the next steps in your art career, all without neglecting that most important thing you do – creating your art.



Visit the website
theartistsbusinesslounge.com/



Follow us on Instagram
[@theartistsbusinesslounge](https://www.instagram.com/theartistsbusinesslounge)



Follow us on Facebook
[@theartistsbusinesslounge](https://www.facebook.com/theartistsbusinesslounge)



Email
support@theartistsbusinesslounge.com

Meet Amanda

Amanda van Gils is a professional artist who has been exhibiting extensively - in over 100 exhibitions - 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.

With a parallel career as a consultant, manager and coach, Amanda has also learned a thing or two about business.

Amanda loves supporting artists to flourish in their chosen fields.

In 2008 Amanda established an 'artists supporting artists' online forum (TLF) and she has curated 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 group program.

Amanda launched The Artists Business Lounge at the end of 2020 and has clients in Australia, the US, Canada and the UK.

MARY ANN RADMACHER

"Sometimes the
smallest step in the
right direction ends up
being the biggest step
of your life."

