



# TECH TOOLS for Artists UPDATED!

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A quick start guide to apps, platforms and sites that can help artists save time, and effort, organise admin and present more professionally.

# Welcome

As an Artist, there is a lot to juggle to have a thriving practice.

From conceiving the work, creating the work, planning exhibitions, marketing the work, packaging work to send, entering prizes, developing proposals, applying for residencies, liaising with buyers, gallery owners and staff, collectors, framers, couriers and photographers, website building, social media management..... so much.

I have seen artists get bogged down at the computer doing all these things while the studio waits patiently. Often feeling overwhelmed and out of their depth. Or avoiding it (the business side) altogether because it was just too hard.

I wanted to change all that for you. In 2020 I launched The Artists Business Lounge and created the first Tech Tools for Artists Guide sharing with you some of my favourite apps and websites that make my life easier. Some are free and some come with different paid plans.

These tech tools help you:

- 1) Reduce time spent on admin 'stuff'
- 2) Better organise your information making your life easier
- 3) Present you and your work more professionally
- 4) Grow your audience and your sales
- 5) or a combination of the above

Over 1,000 artists have downloaded that guide!

Since then there have been more great apps on the market and changes to what's possible - especially as AI changed the game.

But more than ChatGPT and other AI programs, software, platforms and apps you may already be familiar with started to upgrade with AI features too.

Four years is a long time in tech and so this overdue update has been created. I have tested more tech than I could put in this guide. I have avoided overly expensive apps, software that didn't deliver to the promised standard (the reject list is long!), and software that isn't readily useful for most artists.

In this guide, I have provided references to a few other resources I have created and the option to book a call with me so look out for those.

All the Tech Tools listed here are ones that I have tested, that I use or have used and am comfortable to recommend.

Some may be more useful to you than they are to others, and some won't be of interest. Have a read-through, find ones that interest you and click the links in the guide to visit the websites and learn more.

Bookmark the ones you are curious about and add something to your mix today.

**I truly hope you find something that serves you so that you can avoid the feeling that you are simply 'too busy' to do what matters - making your Art and sharing it with the world.**

*Amanda*



Disclaimer: This guide contains some affiliate links, which means that if you click on an affiliate link or make a purchase using the link I have provided, I may earn a commission or reward. When you purchase through an affiliate link, the price you pay will be the same whether you use the affiliate link or go directly to the vendor's website using a non-affiliate link.

# Show The World

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## 01 WEBSITES

One of the main things Artists use to showcase their work is a website.

I use [WordPress.org](https://WordPress.org) for my websites. It's great for artists who prefer customisation and flexibility in their website design. WordPress offers a wide range of themes and plugins, including WooCommerce (see tool 17) making this option the most flexible.

It's also free, you just pay to host.

Other popular options, that are bit simpler on the backend and suitable for artists are [Shopify](#), [Squarespace](#), [Wix](#) and [Weebly](#).

Extra Resource >> For more details and options, request the [Website Platform Options for Artists guide here](#).

## 02 DOMAIN NAMES

You'll need a domain name for your website.

I use [GoDaddy](#) to buy mine, [NameCheap](#) is another great option.

If you already have a website builder, check if they include a domain name and an email address linked to the domain. You can have multiple domains and even subdomains.

## Email II

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## 03

Every artist needs a loved-up mailing list.

Collect emails, create automated welcome messages and communicate with your subscribers about upcoming exhibitions and offers.

There are many options. I use [MailChimp](#), [Active Campaign](#), [Mailerlite](#) and [Systeme.io](#)

Extra Resource >> [Click here to request the Email Service Provider Options for Artists](#)

# Social Media Scheduling

## 04 ONLYSOCIAL

*My preferred Social Media Scheduler is now Only Social because you can do so much with it. Are you ready?*

*.Schedule Posts | Sales & Support Chatbots | E-commerce Stores*

*✈️ Social Media Planner:*

- ✓ *Plan and Schedule Multiple Posts*
- ✓ *Generate Captions and Images using AI*
- ✓ *Publish RSS Feed to your Social Channels*
- ✓ *Advanced Image Editor and Media Gallery*
- ✓ *Supports: Facebook, Instagram, Twitter, LinkedIn, Pinterest, GMB, Reddit, Telegram, Youtube, Tumblr, VK.*

*Want to do more than scheduling with it, it also includes*

*✂️ Biolink Page Builder*

- ✓ *Build Customizable Biolink Pages*
- ✓ *Create and Embed QR Codes*
- ✓ *Create Vcards*
- ✓ *Integrate Pixels and tracking*

*🤖 Sales Automation:*

- ✓ *Auto Respond to Comments & Messages with GPT 4*
- ✓ *Build Chatbots for Facebook & Instagram*
- ✓ *Integrate Livechat widget on your website*
- ✓ *Send message broadcasts to your contacts*
- ✓ *Manage SMS and Email Campaigns*



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# Social Media Scheduling

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## 05 PLANOLY

*Planoly*, is another favourite because it is so visual. It's a great app for planning and scheduling Instagram posts, stories and reels, and cross posting to Facebook and Pinterest as well. Other scheduling app options include Later, Hootsuite, and

A shout out to Canva (which is tech tool number 09 in this guide) - on the pro plan you can now connect, schedule and post straight from Canva.

## 06 META

*Did you know you can plan and schedule posts for free for Facebook and Instagram using Meta?*

*If you have a Facebook page and link your Instagram account, you can schedule posts across both platforms through your Meta Business Suite from a computer (not the mobile app).*

## 07 LINKTREE

*A handy way to manage multiple links in your Instagram profile. Use it to promote newsletter sign ups, upcoming exhibitions, your other social accounts, your website etc. It's super easy to change the links in Linktree without editing your bio. Pro version gives you detailed analytics.*

*Don't want to use Linktree but want to achieve the same thing? You can create a linktree style page as a hidden website page.*

*I now use a bio page on my systeme.io account (see tool 16) to achieve the same result*

# Showcase II

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## 08 IARTVIEW

*Bring your collection to your clients' walls anytime, anywhere with your iArtView gallery app. Other options include ArtRoom and Canvy. Canva also offers mockups*

## 09 CANVA



*Quick easy promotional graphics for your social media and to design brochures, postcards, invitations, or to create a visual catalogue of your work for events like open studios and pop-up exhibitions.*

*Canva has mock ups - interiors and products, background remover and even AI image creation.*

*You can use Canva to create and edit all sorts of content, there are scheduling capabilities on the pro plan and you can print your designs.*

*Canva continues to evolve into so much more than a design tool.*

*I use Canva for Lead Magnets, Reels, Social posts, Presentations, and Templates for Artists.*

*[Shop our Canva Templates](#)*

## 10 KUNSTMATRIX

*A site to host virtual exhibitions.*

*In this time of cancellations and closures, many artists are looking at putting exhibitions online. Kunstmatrix gives you that option.*

# Present II

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## 11 MOO

*For printed postcards, invitations, business cards, stickers, labels. I love Moo.*

*If you appreciate quality and beauty, unboxing a Moo order will make your day.*

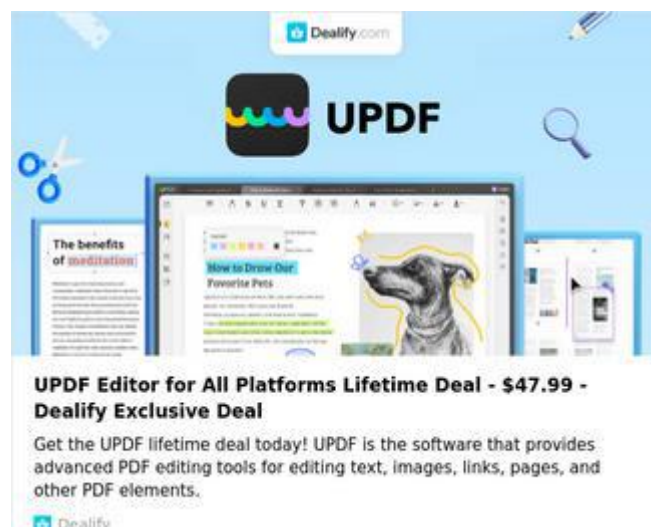
*You can have multiple images so can turn your business cards into a portable mini portfolio.*

*(Vistaprint is a good lower budget option without the thrill).*

*Canva which I've already mentioned also prints cards and documents like flyers and catalogues.*

## 12 UPDF

*Update and Edit pdf files. Create fillable forms.*



*You can use UPDF to edit presentations and catalogues, to bring downloadable guides up to date.*

*Use it to update details, create customised catalogues for different buyers. It has endless possibilities - **by far the best and cheapest pdf editor I have found to date.***

# Write It - with AI help

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*Grammarly is great for checking spelling and grammar - where normal spellchecking may not pick up you have typed form instead of from, Grammarly identifies the context and will note it. You can use the free plan to check your spelling on websites (great for website editing).*

*You can also upload files for checking and improvements.*

*I wouldn't be without this tool!*

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**ChatGPT**

*Content creation - from reworking and improving your written content to getting ideas for how to arrange content, marketing copy etc.*

*AI is here and it saves a lot of time if you use it well.*

*ChatGPT is the one I use (though I have tried many others)*

*Jasper.ai is frequently cited as one of the best*

*CoPilot from Microsoft*

*Gemini (previously Bard) from Google.*

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**AHREFS**

*Tools to help you rank higher and get more traffic. The paid plan is a bit exxy for a single user but there are free AI enabled tool that you can use to write SEO, Meta Descriptions, social captions, Hashtags and more.*

# Money - Make It

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## 16 SYSTEME.IO



*For building funnels and automations for online sales. You can use this for courses, communities, funnels and your email campaigns and newsletters. You can even use it to create a Linktree style bio, a blog and more. Mindblowing!!*

*Speaking of funnels...*

*If you want to sell online, optimise your cart value through upsells and downsells, you'll need funnel software.*

*Funnels allow you to create focused promotions without the distraction of everything on your website.*

*Aside from Systeme.io other options for funnels include Clickfunnels and LeadPages.*

## 17 WOOCOMMERCE



*If you want to sell online you'll need shopping cart software.*

*Shopping cart software allows you to create an online store and add and manage products, services, and digital downloads.*

*WooCommerce which I use and is a PlugIn for WordPress sites it has a ton of flexibility and the ability to grow with you. Did I mention, it's free?;*

*Other shopping cart software suitable for artists include BigCartel, Shopify, and website Builders such as Wix, Weebly, Squarespace all have shop options available on their higher plans.*

# Money - Get Paid

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## 18 [STRIPE.COM](https://stripe.com)



*If you are selling online, you'll want secure online payment options. I use Stripe for this. There is also Square. And of course, PayPal.*

## 19 [ARTSPAY](https://artspay.com)

**ArtsPay.**

*A new online payment provider specifically for the arts. I have to give them a plug because ArtsPay support the Arts - check them out here*

# Money - Managing Finances

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## 20 [XERO](https://xero.com)



*Make your tax and bookkeeping so much easier by having accounting software that allows you to track and manage your finances.*

*Connect your business bank account to your software, get some rules created for frequent expenses and give your accountant access.*

*This will save you hours of preparation and give you more real-time information.*

*I use [Xero](https://xero.com), other options suitable for artists include [Quickbooks](https://quickbooks.com), [Zoho Books](https://zoho.com) and [Freshbooks](https://freshbooks.com).*

# Video - Create, Edit & Host

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[DESCRIPT](#) is a super easy handy video recording and editing tool.

You can use it to make short clips for reels, full length videos, instruction videos, or just to edit video you've already shot.

Editing video in Descript is as easy as using docs and slides.

It offers Podcasting, Screen recording, Transcription that is highly accurate (I replaced Rev.com paid service and Otter with Descript)

Clip creation, and a selection of templates.

Edit video by editing text and automatically remove ums and aahs. They even have AI voice cloning

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[LOOM](#) is a great site to use when you are working with someone else on online content, a website update, or catalogue design. Simply open what you are working on, open loom and talk as you walk through and talk about what you need done. Send the link and the person has very clear and instant information.

Up to 25 videos up to 5 minutes each are free. Once you've shared the instructions and it's been viewed you can simply delete the file to keep you under the paid level if you like.

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## [VIMEO](#) & [YOUTUBE](#)

If you want to store and share videos online, the two big players are Vimeo (my choice because Vimeo video ends without sending you to someone else's content)) and YouTube (great for traffic).

Get in touch for a special link if you would like 25% off an annual Vimeo plan.



## Transcribe II

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### 24 [REV.COM AND OTTER.AI](#)

*Does your work involve interviewing others?*

*Do you think better when you are talking? You can use Rev.com transcription service to translate your spoken thoughts to documents, emails, blog posts.*

*You upload an audio file and Rev.com transcribes it into a written document.*

*(Rev costs and Otter is free but Rev is much more accurate)*

*You can also use Descript to transcribe videos.*

## Outsource II

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### 25 [UPWORK.COM](#)

*This site allows you to outsource everything you don't want to do/aren't good at, but need to have done.*

*Facebook ads, Graphic design, data entry, copywriting etc. You don't HAVE to be an expert at everything*

*This site offers affordable options for one-off, short term or long-term contracts.*

*[Fiverr.com](#) is another option (though quality can be variable).*

# Organise II

## 26 TRELLO



*Project management software allows you to plan, manage, and track projects, exhibitions, launches and more. Project management options include Basecamp, Monday, Asana and the one I use and recommend, Trello.*

*Want to plan out your exhibition? Trello is a handy tool for managing projects, creating content and schedules, organising priorities. It not only makes your life easier, but it streamlines your time too.*

*I have used Trello to create templates for Artists too - like the [Plan and Build Your Artist Website Trello Board](#) and the [Exhibition Planning and Preparation Trello Board](#).*

*[Shop our Trello Boards](#)*



## 27 ZAPIER

*Zapier is an integration tool that enables you to communicate between applications to make something happen, like adding buyers details to your email list, adding sales information to a spreadsheet, generating invoices, creating calendar reminders and so much more. Pabbly is another tool that does the same thing.*

## 28 EVERNOTE

*Researching a topic or artist? Use evernote to save web articles and clips into notebooks with topics you define. Make notes using images, text, uploads and share notes with others. Use tags for easy retrieval and pick up your notes on any device and integrates with Microsoft Outlook Calendar. OneNote is another useful tool to store and organise your notes, research and inspiration.*



## Track II - Traffic

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### 29 WEBSITE ANALYTICS

*If you have a website you need to know whether you are getting traffic and it's very helpful to know how much traffic and where it is coming from. This is where Website Analytics comes into play.*

*Google Analytics is great but there are others such as HotJar, your website analytics tool.*

*Extra Resource >> [Request the Website Traffic Checking Options for Artists guide for more options](#)*

## Track II - Time

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### 30 CLOCKIFY

*Time tracking software that lets your time. allocate time to projects, run reports to see where time is being spent (or wasted) . Handy for any paid by the hour work or to track time spent on commissions and preparation to help you give more accurate quotes.*

## Reduce II

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### 31 PDFCOMPRESSOR

*A free website that can save you time by quickly reducing large file size without losing quality. Simply upload your file and download the compressed version.*

*This is great for reducing the size of image heavy files like catalogues, submissions, and presentations. I even use it to compress files other people send me to save storage space on my computer.*

### 32 TINYPNG

*Reduce the size of your images for online use without losing image quality. Smaller file sizes can significantly speed up your website. TinyPNG reduces the file size of your JPEG and PNG images. Every uploaded image is analyzed to apply the best possible JPEG encoding. Based on the content of your image an optimal strategy is chosen. The result is a quality image without wasting storage or bandwidth!*

## Optimise II

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### 33 SNAPSEED

*Best Free in phone editing app. phone photo editing. This handy and free app has a huge range of editing features For iOS and Android. It's bene my go-to for years now.*

### 34 ADOBE LIGHTROOM

*A great photo editing option, best on the paid plan. If you have an Adobe Creative Cloud subscription you may already have access to this. Adobe Lightroom has a huge range of adjustments and is suitable for both iOS and Android and Mac and PC.*



# Schedule it

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## 35 SIGN IN SCHEDULING (FORMERLY [10TO8](#))

*Need other people to schedule appointments in your calendar without the eternal back and forth? We use 10to8 to share when we are available so customers can book a time with us simply online. [Calendly](#) is another free option.*

*You could use it to set up studio visits on designated days. How else would a booking calendar help you?*

*You can book a no-obligation 'Let's Chat' call with me via Sign In Scheduling [HERE](#)*

## 36 [COZI](#)

*A simple to use family calendar that lets you sync to all sorts of calendar and lets you keep track of recurring appointments, other people's schedules, and helps with things like meal planning and to-do lists.*

*Why does this help? Because we have lives outside the studio.*

# Meet Up

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## 37 [ZOOM.US](#)

*We use ZOOM all the time for The Artists Business Lounge Success System Program, and for individual coaching, But I have also used it for artist interviews (ART500), virtual studio visits around the world and to have 'Wine O'Clock' studio get-togethers with Artists in different countries.*

# Store It and Share It

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## 38 AMAZON WEB SERVICES

*To manage file transfers. Save low res and high res image files organised into folders ready to share with publishers, galleries and others at a moments notice. WeTransfer is another option.*



## 39 DROPBOX

*To manage file transfers. Save low-res and high-res image files organised into folders ready to share with publishers, galleries and others at a moments notice. WeTransfer is another option.*



## 40 GOOGLEDRIVE

*Google Drive, Google Docs and Google Sheets are all good collaborative tools that avoid the backwards and forwards of emails and allow you to save and share documents. You can also use Google Forms to create and send free survey forms to your audience for feedback and research..*

# Avoid it

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## 41 RESCUETIME

*Do you spend too much time on your computer? RescueTime records how much time you spend on what sites and programs stuck at your computer. If you struggle to find art making time away from your computer, use this.*

## 42 PHRASE EXPRESS

*Phrase Express accelerates your typing by replacing abbreviations with frequently used phrases that you define. You write the information once then access it ongoing with a simple code. You can use it for any phrases you like. Handy if you write research papers, grant applications and the like*

## 43 SANEBOX

*AI for your email. Sanebox identifies important messages, hides distractions, has Do Not Disturb, reminds you to follow up and more. According to Sanebox the average SaneBox customer saves 100+ hours/year.*

## 44 FREEDOM

*Is an app and website blocker for Mac, Windows, Android, iOS, and Chrome with a host of features to help you manage distractions. Choose the sites you want to limit or block so you spend less time absorbed in your computer.*

## 45 FOCUSWRITER

*Is an app and website blocker to save you from distraction and give you dedicated writing time, FocusWriter blocks out everything on your screen except what you're writing. It uses a hide-away interface so that you can immerse yourself in your work.*





# Services



## The Artists Business Lounge Success System program

The Success System Program is an online program for artists who are ready to make progress in their art career and business

Our signature program is for artists who want to get rid of the overwhelm and make more progress in their art career and business. It's for artists who want guidance on how to:

- ✓ navigate the art industry,
- ✓ build their brand,
- ✓ market and sell their art,
- ✓ exhibit their art
- ✓ manage their business more efficiently,
- ✓ increase their income,
- ✓ gain more recognition, and
- ✓ get past self-doubt.

The Success System Program features an exclusive online platform, regular group coaching calls, Q&A calls, guest experts, access to over 20 online courses, community, templates, resources and so much more.

Doors are Now Open for a limited time only.

Details at: <https://offer.theartistsbusinesslounge.com/success-system>

### ***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 Art of Profitable Email](#), [Marketing for Artists: 30 Days of Marketing Content](#), The A-Z of Exhibitions, Grants for Artists, and more. See the options [here](#).

# Resources

[Visit the Shop for a range of resources created specifically for artists.](#)

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/](https://theartistsbusinesslounge.com/)



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[@theartistsbusinesslounge](https://www.instagram.com/theartistsbusinesslounge)



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



Email  
[support@theartistsbusinesslounge.com](mailto:support@theartistsbusinesslounge.com)

## Meet Amanda

Amanda van Gils is an award winning coach and 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 tools and strategies for artists. An early adopter, Amanda started creating online forums and websites at the beginning of the 2000's and is a bit of a tech nerd (for a non-tech person). 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), ran the online gallery ART500 for six years and 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 Success System program.

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

“YOU DO NOT  
RISE TO THE  
LEVEL OF YOUR  
GOALS.  
YOU FALL TO  
THE LEVEL OF  
YOUR SYSTEMS.”

JAMES CLEAR