

Marketing Tips from Kathy Johnson, of Hudson Fine Art & Framing

5 Things to do before Marketing your Artwork to a Gallery

- Have a body of work
- Have a bio, a sales presentation, and a story about your art
- Research your Market
- Clear idea of where you want to be and where you are heading
- Pricing- Do your research

How to approach Galleries

- Know thy gallery
- E-mail contact best
- Address line only to one recipient
- Contact information provided
- Brief overview of your accomplishments
- Images of your art work, size, price, medium
- Availability of art work
- Phone calls okay preceding emails
- Make reference to how you know about the gallery
- How your artwork can fill a need of the gallery
- *Don't just show up with work under your arm!*

Top Sellers in America according to Art Business News

1. Traditional Landscapes
2. Local Views
3. Modern or semi-abstract landscapes
4. Abstracts
5. Dogs
6. Figures Studies (excluding nudes)
7. Seascapes, harbor, and beach scenes
8. Wildlife
9. Impressionistic landscapes
10. Nudes