

October 15, 2001 Issue

A "How-to" List For Artists



Happy Birthday to all October "babies". What a happy time of year to celebrate a birthday; be it your first, sixth, or eighty-eighth! The crisp clear days have given way to waves of showers followed by moments of glorious sparkling sunshine. Between showers I hurry to brace the dahlias against forecast winds, and dip a few shovelfuls of compost to spread on tender shrubs. When the chilling droplets slash again, I dash indoors to put the finishing touches on grandson Zach's birthday present, remembering two weekends ago under cloudless skies we sang as grandson Aaron blew out his FIRST birthday candles.

October is flying by and memories are piling up like snow does in the high mountain elevations. Can you imagine a dreamy fireplace and a good book on these frosty evenings?

Next Issue: Terrible Tilly

"Have confidence in yourself"

1. Have confidence in yourself
2. Be willing to part with any painting (sculpture, etc.) that you create
3. Learn sales techniques
4. Line your "ducks" up in a row. (In other words, know where you want to show and the DECISION MAKER of those places.).

"Be able to handle rejection; you will get a lot of this."

5. Be willing to work hard
6. Be able to handle rejection; you will get a lot of this.
7. Be prepared to answer questions and overcome objections. (For example, if hanging space is a problem, provide your own stands.)
8. Price your work fairly and comparably to others of your experience and expertise
9. Have a written agreement with the show chairman or gallery owner/manager
10. Be flexible (A 10' X 10' booth may not be exactly 10' X 10')
11. Be flexible (A gallery may want 50%, you may want 60%.... Compromise or walk)

"Have a sense of humor"

12. Don't give up too easily. (Mr. Big Bucks in the long black limousine may appear at the "11th hour" with a fat wallet)
13. Know when to give up (Miserable weather, no people, un-cooperative show managers are clues.)
14. Have a sense of humor
15. Always have an alternative plan. (If gallery A. says no, gallery B. may be eager to represent you)
16. Have a nice selection of work. (One painting is a representation. Two paintings is a choice. More than two pieces of art is a selection.)
17. Never try to second guess the public. (That fabulous piece you poured your heart into hasn't sold for five years. Retire it!)
18. Never try to second guess the public (that little watercolor you slapped out just before the downpour, the one you never cared for, just sold for umpteen \$!)
19. Never lose your sense of humor
20. Don't have a second income. There is nothing more serious than the need to sell your art.

Carol Thompson

Featured Artwork

Home Show



Award Winner



Art Show

