

## **Art Organizations**

Best of Missouri Hands [www.bestofmissourihands.org](http://www.bestofmissourihands.org)

Greater St. Louis Art Association [www.gslaa.org](http://www.gslaa.org)

## **Applying for Shows**

Zapplication [www.zapplication.org](http://www.zapplication.org)

Entry Thingy [www.entrythingy.com](http://www.entrythingy.com)

## **Wholesale your work**

IndieMe (Formerly Wholesalecrafts.com) [www.indieme.com](http://www.indieme.com)

## **Mock Jury**

Every January the St. Louis Art Fair host a Mock Jury which they post on Zapplication

[www.zapplication.org](http://www.zapplication.org) I would encourage anyone who is interested in showing, to participate in a Mock Jury either through the St. Louis Art Fair or other organization. It allows you to submit your images for positive critique. What are your weakness's and what do you need to fix or improve upon to get into the shows? Excellent learning opportunity.

**Business Cards** - Keep text easy to read (size, color, font). Let people know what it is you make and sell, and how to get in touch with you.

Vistaprint [www.vistaprint.com](http://www.vistaprint.com)

MOO [www.moo.com](http://www.moo.com)

Got Print [www.gotprint.com](http://www.gotprint.com)

## **Build a Website**

Weebly [www.weebly.com](http://www.weebly.com)

Wix [www.wix.com](http://www.wix.com)

Square Space [www.squarespace.com](http://www.squarespace.com)

You can also take advantage of having a webpage if you join the Greater St. Louis Art Association or by becoming a juried member with the Best of Missouri Hands. No fee's involved other than membership dues. This allows you to have an active webpage on the internet without having to build or maintain a website. You are able to have images of your work, a bio, and contact information in which others may find and buy from you. Anytime an organization offers such opportunity, take advantage of it by providing the requested information.

### **TAKE CREDIT CARDS**

[www.squareup.com](http://www.squareup.com) If you start doing shows, you will want to have the ability to take credit cards. Square is one of the most used methods out there. They charge a very small percentage per transaction. No fees, no minimums, generates fantastic reports and keeps you from missing out on the CC sales.

### **Additional notes from meeting:**

One gentleman asked about wood not getting the needed respect. I believe wood is going to see an upward swing. A big trend right now is Reuse, Repurpose, Recycle. As wood workers you can tap into this when marketing your artwork. I would also utilize the handmade, handcrafted and let's not forget....American Made. These are all selling points that can and should be utilized by wood workers.

One factor we didn't get to cover, galleries and shops. I would encourage you once again to do your research. Visit the galleries/shops that are of interest to you online and in person if feasible. When I first started out I parked at one end of Main Street in St. Charles and walked the brewery to the Foundry, down one side and up the other. I went in every shop that I thought might carry my type of work. The one's that seemed to be a good fit, I introduced myself, asked for a manager's name and contact info, left my business card and did a follow up. Some places I got to talk to someone right then, others I made contact by phone or email. Look for galleries and shops that look like a good fit for your work.

If interested in a place, I check their website. Do they mention the artists by name that they carry? Is the website fairly current? Do they have an active social media site? One shop I am in post every day, problem is they only post paper products....which is good for me, except they carry a wide variety of goods. A good gallery or shop will post on a regular basis but cover all the artists/crafters or products they offer.

Another thing to look at before joining a gallery or shop.....are you expected to work there? Many places are artists run and ask that you work in the gallery a certain amount of time every

month. Some galleries/shops charge rent, others work on a commission basis, while others will buy your work outright on a wholesale basis. Take a look at how the gallery/shop deals with their artists and decide if it is a process that works for you. Things to consider. When a gallery/shop is run or staffed by artists your work may not get a fair representation. I've seen such places where the working artists were only motivated and enthusiastic towards customers when they were interested in that artists' work. Where perhaps a gallery/shop that is run by employees, there is the expectation that they will make themselves familiar with all the items available and with the artists/crafter. Helping the customer without regard to who's work it is. Another thing to consider, Rent vs Commission. Sometimes when you pay rent the gallery/shop owner is not as motivated to produce sales. They have a steady income from artists rent collected, perhaps you are just an extra source of income and not the most important aspect to the business's overall finances. When you pay commission the gallery/shop is perhaps more motivated for you to sell....same with wholesale.....because when you sell, you make money and they make money. The more inventory moved, the better. Expect commission to range from 25% - 50% depending on the gallery/shop. Many artists will pad this into their prices but keep in mind that you want your prices to be consistent. You don't want to bump up your prices for work that you offer in a gallery/shop but drop those prices when doing a show. Your customers and the galley/shop will not appreciate it if they run into you at a show and see your work priced 25-50% less.

If you have questions, feel free to email me at [kimmerhaw@yahoo.com](mailto:kimmerhaw@yahoo.com) I will do my best to answer you or find someone who can.