HOW TO PROMOTE YOURSELF AS AN ARTIST

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Plan:

3 lessons for 120 min.
7 topic

+ Home Practice
1. What does it mean to be successful artist? How does success defines an artist?

- Everyday work
- Work in Residences
- Exhibitions
- Art-projects
- Psychological Aspects of Success
2. Why do you need Portfolio

- How to build strong Portfolio
- How to design it
- Where can you take real tasks
3. How to be productive artist

- Time management
- Schedule your rest, take care of your body.

How does other artists rest
- Take care of yourself
4. Where to sell your art

- Etsy
- Amazon
- Redbubble
- FineArtAmerica
- Saatchi Art
- UGallery
- Shopify
- TurningArt
- Society6
- Zazzle
- Instagram & Facebook
5. How to set the price for your artwork

- The cost formula
- The Hours formula
- How to make your first orders

- Instagram (how to create artistic blog)
- Facebook
- Youtube (tutorials, timelapse video or other artistic content)
- Pinterest (promote and link your arts into Pinterest)
- Twitter,
- TikTok
7. Create your personal website (free or not)

- Tilda
- Behance.net
- Dribble
Practice Guide, pt.1

ANSWER THE QUESTIONS and save them for yourself

1. Why do you need to sell your art?
2. What is your personal Motivation in selling art?
3. Who can support you in the process of selling you art?
4. What time can you invest in yourself to sell you art? How many hours per week?
5. When are you ready to start selling your art?
Practice Guide, pt. 2

1. Make a plan on the summer-autumn-winter. Create an art-project that couldn’t exist without you. That could do only you. **Create the plan that includes visible result.**

3. Build your Portfolio on Behance.net or Dribble & make your website.

4. Discover your audience. Create Strong Instagram Account with needed instruments

5. Start to sell your art and promote yourself.
Thank you for attention!

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