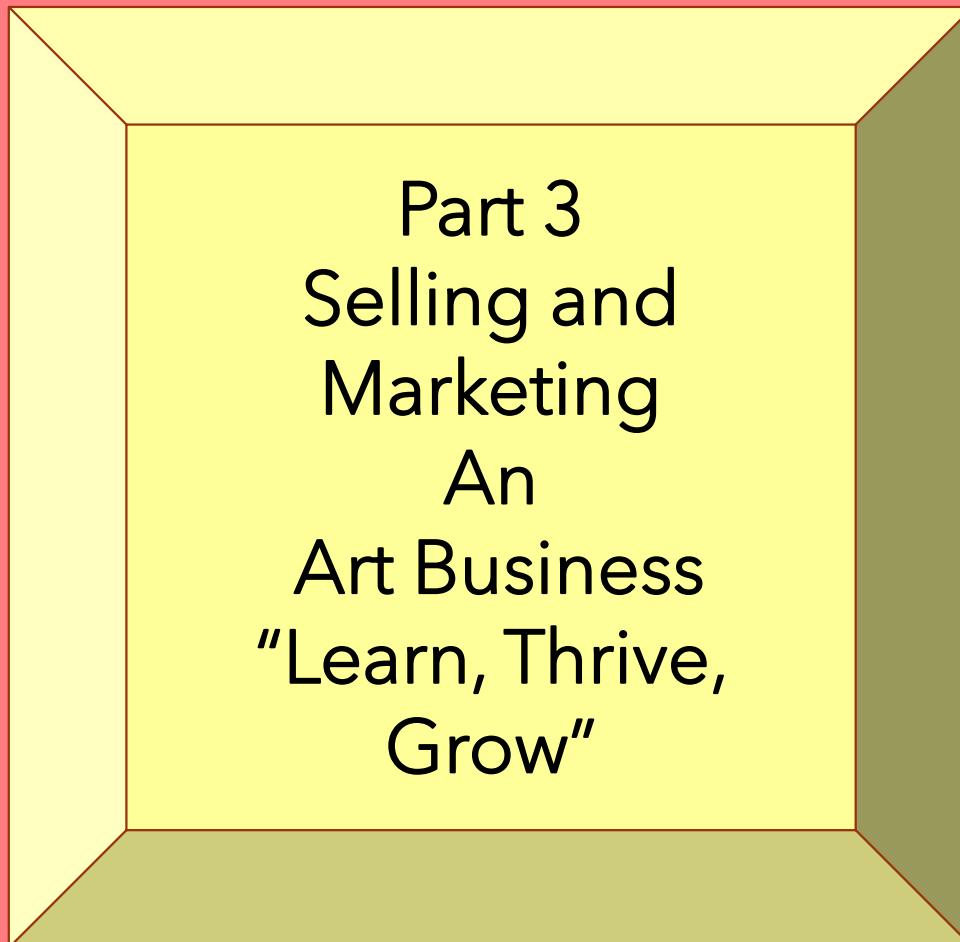


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ART BUSINESS WEBINAR SERIES



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10/4/21 Why an Art Business

10/6/21 How to Build an Art Business

10/11/21 Selling and Marketing an Art Business

10/13/21 Art Business Operations

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Before We Start

Score.org



Score Hawaii



- Score is a National non-profit organization dedicated to providing educational and free mentoring services to entrepreneurs
- Score Hawaii is based in Honolulu and is a member chapter of the Score National organization
- If you are involved in starting or are already operating a business and would like a mentoring service, please go to [Score.org](https://www.score.org) webpage to register for free one-on-one mentoring service
- For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting [Score Hawaii](https://www.scorehawaii.org) and going to "Take a Workshop" or "Recorded Webinar" tabs.
- For those interested in volunteering, please visit [Score.org](https://www.score.org) webpage and register to be a Score volunteer

DISCLAIMER

- The information presented is for informational and educational purposes only.
- The opinions expressed during this presentation are the opinions of the presenter and no other.





MICHAL ABRAMOVITZ BIO

*Studied at Sorbonne in Paris, Owner of
Michal-Art Studio & Boutique in Hanalei,
Artwork featured in CBS-TV, newspapers,
and Five-Star Resorts, Sponsored by a Major
Art Supplier*

“

PART 3

“WHAT WE CAN WORK WITH”

- * Pricing
- * Galleries vs Your Own Gallery
- * Markets and Fairs
- * Online Shop / E-Commerce Website
- * Social Media
- * Blogs / Newsletters





PRICING – POINTS TO CONSIDER

Who is going to do the vital work?

If it's you, will you pay yourself a salary?

Or, will you hire someone?

Are you willing to invest your own time
and create a strategy that is aligned with
your "why"?

THE GALLERY

Pros

- ❖ Gallery Clientele and Reputation
- ❖ Gallery fee pays for Operations Overhead (Sales Rep Salary, Accounting and Finance, Strategy and Planning)

Cons

- ❖ Gallery fee, up to 50% of the final \$\$\$
- ❖ Dependent on their Sales Rep
- ❖ No Human Relationship with Collectors



OWN GALLERY

Pros

- ❖ Your Control
- ❖ Human Interaction / Cultivating Long-Term Relationships
- ❖ Quick Turnover
- ❖ 100% Profit

Cons

- ❖ Overhead + Rent
- ❖ Diminished Creativity Time
- ❖ Open to changes and hiring help
- ❖ If it fails, you take the Loss; if it's a success, you take the Profit.



MARKETS / FAIRS

Pros

- ❖ Low Overhead
- ❖ Shorter Workday = More Creative Time
- ❖ Many Visitors, potential Repeat Visitors
- ❖ Collecting Feedback



Cons

- ❖ Setting up Space
- ❖ Shorter Workday = Limited Feedback Opportunity



ONLINE SHOP – ECOMMERCE WEBSITE

Pros

- ❖ Open 24 hours
- ❖ Low Overhead
- ❖ World Wide Web Exposure



Cons

- ❖ Time consuming
- ❖ Content production





SOCIAL MEDIA



BLOGS AND NEWSLETTERS

Free SEO (Search Engine Optimazation) Exposure

Incredible and Underestimate Tool of Exposure

Keeps Customer Relationship Active and Long-Term

Each Newsletter Produce \$\$\$

CUSTOMER CARE

BE ON TOP OF IT

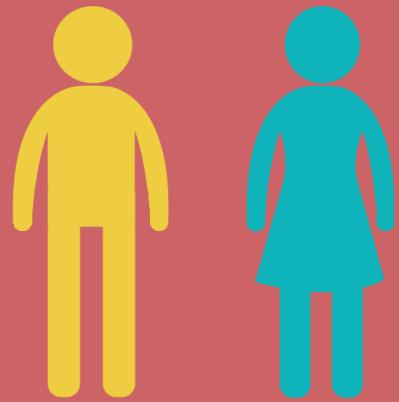
1. WHAT ARE YOU WILLING TO DO?
2. WHAT ARE YOU NOT WILLING TO DO?

“always respond in a great kind way that respects your business guidelines”

WHO ARE YOUR CLIENTS?



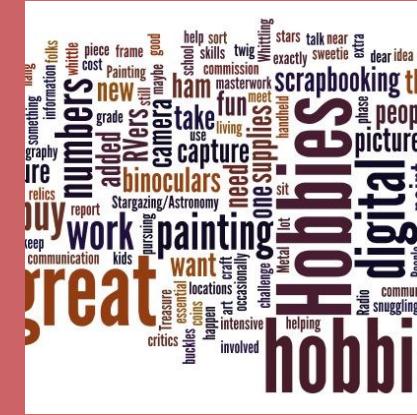
AGE



GENDER



LOCATION



HOBBIES



CRAFTING YOUR MESSAGE

Your choice of sales avenue, must fit your message and offers. It begins with the message in Part 1, "Why."

WHAT'S NEXT?



- ❖ Part 4, Art Business Operations on 10/13/21 details on understanding numbers and expenses, exploring the business model details further.

- ❖ Takeaways, Questions? - Raise Hand/Open Mic or Chat



THANK YOU



Score Hawaii

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