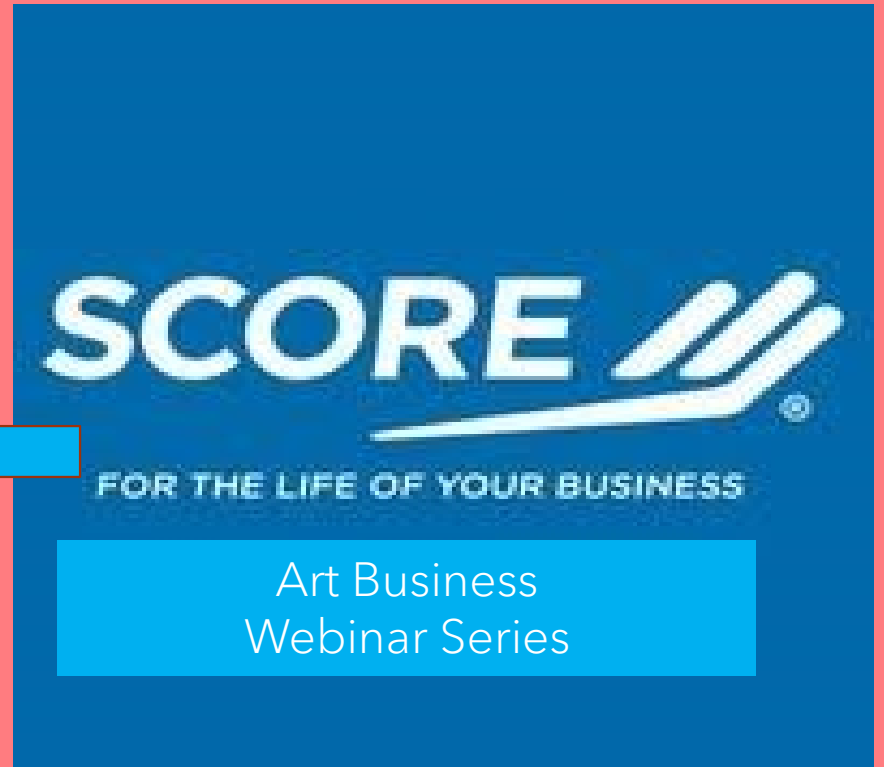


# THIS WEBINAR PRESENTED BY

## Part 3 Selling and Marketing An Art Business "Learn, Thrive, Grow"



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# ART BUSINESS WEBINAR SERIES



~~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

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*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”

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- \* 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

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## 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

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## 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

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## 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”







## CRAFTING YOUR MESSAGE

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*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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