

Art Master's Program

Marketing Module # 4: Galleries

Approaching Galleries:

- Scout the gallery you want to get into
- What kind of art do they have, prices, frames?
- Galleries decide who they want in their gallery based off of what has sold in the past and noting the kind of art, prices, and frames is critical to know
- So make your prices, frames, painting styles comparable to what's in the gallery. If it's not your style painting, probably not a good gallery for you
- Keep in mind that, gallery owners are looking for a reason NOT to let you in their gallery. So that's why it's important to scout out the gallery first and know what's selling, frames, prices, and styles
- Don't immediately say "I'm an artist," that puts the gallery owner on guard and creates an automatic reaction from them
- Look up artists you may know that are already in the gallery before you go to a gallery and talk with them about if they like the gallery or if they would recommend you if you feel comfortable asking them.

Here is what you take with you to a gallery:

- ✓ A device or phone that you always have on you to show them your website, Facebook page, blog, etc. that has your paintings with similar prices, frames, styles of paintings
- ✓ Do NOT bring portfolios or pictures of your paintings

- ✓ Business Card with your painting(s) on it

Once You're in the Gallery

- Walk around first and get a feel of the whole place and the paintings
- WAIT FOR THEM to Ask if you're an artist
- Find a painting you can connect with
- Initiate common ground to start a conversation with the gallery owner
- If you've studied with that artist or know him/her mention that and talk about your experiences with him/her in the class
- Just be patient and wait for them to ask if you're an artist
- Talk about framing and their personal opinions
- Establish that relationship based on the art or artist of that painting

Frames:

- Galleries have different preferences and base it on what they have sold in the past. If you want to get in a particular gallery, try and match your frames with their frames.

Tips:

- You are a salesman selling a commodity to a store
- Focus on their actual needs & desires
- Let them ask you if you're an artist FIRST
- Price your art similarly to the prices that are being sold in the gallery you want to be in, but also make sure that your paintings have similar styles to the paintings in the gallery

Conversations to Have with Gallery Owners:

- ✓ Do NOT tell them directly you're an artist
- ✓ Talk about framing
- ✓ Ask about their personal opinions
- ✓ Don't say anything back when they don't want to see your paintings. Simply move on to the next gallery.
- ✓ Talk about the artist or his painting
- ✓ Email the gallery after you established rapport

Post Gallery Visit

- ✓ Mail in postcards of your paintings to get your name and your paintings in their heads so when you visit again they will know you. (This is a whole other module that we'll cover later)

Remember:

Mindset- "You are not looking for a gallery, just there looking at art because you love it"