

Know and Understand Your Market

Part 2 of *"It Takes More Than Talent - 20 Ways to Boost Your Career As A Fine Artist"*™
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Knowing and understanding who your potential buyers are is a critical element in succeeding with your art business. In order to increase the sales of your artwork and to be able to promote and market your art to the "right" people, you must know who your "right" people are, in other words you must know what your target markets are.

We all know that your general art buying market is available to all artists, but more specifically, you want to know who your target markets are. The people whom you will gear and aim your promotional and marketing materials towards. One of my students, when I asked her to describe her market to me answered back with "People who love art and who have money." Well, that is true, however it was a very generic answer that applies to every single one of the millions of artists out there in the world trying to sell their art including you and I. What you really need to determine are who the consumers are that will buy from you and just a handful of other artists in the world. Who are "your" people - your buyers? As opposed to who is going to buy art in general. That's how specific you should get when coming to know and understand who your markets are. The more specific and accurate you are, the less time and money you will waste on untargeted efforts that warrant little or no return.

I have spent many years closely taking note of who purchases my work and who reacts positively to it. I ask a lot of questions and "feel" people out all of the time. I'm not aggressive about it and it's important not to be, but I have learned to form relationships with potential buyers which enables me to ask questions that come to mind so that I'll learn more about who they are. I also pay attention to who is emotionally moved by my work, both in a positive way and in a negative way. By paying attention to both, you are learning about who your market is and who isn't. I find out as much as I can about the people that my art is exposed to, whether or not they are seeing it for the very first time in the gallery or whether they are repeat customers responding to a new release that I just launched in an email campaign. Feedback is what you want from as many people as possible. That is your research.

Now, in order for you to get feedback from people, you must put your artwork...

The above portion of Part 2 of the course is just a brief sample of what the lessons are like to give you an idea of how they are written and presented.

Please visit <http://www.liveyourdreams.us.com/forartists.html> to purchase the course lessons.