

GETTING INTO THE

# ART BUSINESS

A PRACTICAL GUIDE FOR EMERGING & INDEPENDENT ARTISTS  
BUILDING SUSTAINABLE ART CAREERS

FRIST DRAFT  
VERSION 1.0

"A WORKMAN IS WORTHY  
OF HIS HIRE." LUKE 10:7

BY  
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## START WITH YOUR FOUNDATION

Every artist needs a home base  
online. Your talent is valuable.  
Let's build the business to match.

## BRANDING & MARKETING MATERIALS

You are building a brand,  
treat it that way.

## LEGAL & BUSINESS SETUP

Register your business  
with the State of Florida.

# START WITH YOUR FOUNDATION

## 1. Build a Professional Website

### Recommended Platforms:

Wix

Squarespace

### What Your Website Should Do:

- Showcase your artwork
- Tell your story
- Display upcoming events
- Provide contact information
- Prepare for future online sales
- Be mobile-friendly and easy to navigate

### Pro Tips:

- Buy your domain name early (for example: yournameart.com)
- Cost: Approximately \$10 - \$20/year
- Check name availability at:
  - GoDaddy (domains)
  - Florida Division of Corporations (Sunbiz) for business name registration.

### Important Reminders:

A website does **NOT** market itself.  
You must actively drive traffic using social media and events.

Your Website is your home base online. Every artist needs an online presence.

Research other artist websites to decide a design that works for you.  
Get something out there, you can always add commerce later.

## 2. Professional Branding Essentials

You are building a brand – treat it that way!

*Branding builds recognition, trust, and perceived value.*

### Must-Have Materials:

- Business Cards
- Thank-you cards
- Brochures or mini catalogs
- Professional logo
- Optional Slogan/tagline

### Ordering Print Recommendations:

Vistaprint.com (always preview and print a test copy before final orders)

### My Personal Branding Example:

**People Art: Everyday Faces in Everyday Places**

**I prefer and use**  
Printmeisters



**1427 S. Bumby Ave. Orlando, FL.**

Contact. [printmeisters@gmail.com](mailto:printmeisters@gmail.com)  
407-492-6736.

## 3. Make it Official

Register your business with the State of Florida.

### Options:

- Sole Proprietorship
- LLC (Limited Liability Company)
- DBA ("Doing Business As")

### Where to Register:

Florida Division of Corporations (Sunbiz)

### Costs:

- Initial filing: Approx. \$135
- Annual renewal: Approx. \$135

### Tax Benefits:

- Business expenses can be filed on Schedule C
- New businesses typically have a 3-year grace period before profits are expected (verify with your tax advisor)

### Business Plan Tip:

Even a simple plan helps you:

- Set goals
- Price properly
- Visualize growth
- Build confidence

## 4. Start Selling & Testing Demand

Before major investments — test your work in real markets.

### Where to Look for Art

#### Shows & Opportunities:

If you have options, find a shop to display your art (like City Arts Orlando). Also, sign up for "artist calls" to look for venues to start selling your art. Sign up to get emails from...

- CallForEntry.org
- Zapplication.org
- ArtFairCalendar.com

Some opportunities are digital submissions only — great for beginners. Consider participating in Municipalities (i.e. government art programs, like Black history month).

It is always a good idea to have a Business Plan. A business plan forces you to think forward, about where and what your business will do in 3-5 years. Writing will help you to explore the possibilities of what you could create with your talent. I would also advise buying some basic business books by author Rhonda Abrams (any book by Ms. Abrams is advisable, most of her books are used to teach university business students, easy to read and to understand):

### Branding Matters...

- Avoid venues that **devalue** fine art.
- Your presentation affects how buyers perceive your work.
- Fine art belongs in fine art environments.

## FESTIVAL & SHOW PREPARATION

### What You'll Need:

- ✓ Business cards & brochures
- ✓ Display tent (Approx. \$200-\$400)
- ✓ Professional art display system
- ✓ Credit card payment system



**STRONG RECOMMENDATION:** Download ChatGPT or a comparable AI app. These apps are very helpful in researching information needed for writing brochures, Business plans, and Marketing plans.

*Have a Business Culture*

### Recommended Payment Processor:

- Square (easy setup, free card reader, instant transfers)

## REPRODUCTIONS=SMART BUSINESS

### Why You Need Giclée Prints

Original art sells once.

Giclées sell repeatedly.

Anything other than a professionally produced Giclée has no 'real' value.

#### Benefits:

- Museum-quality reproduction
- 100–200 year durability
- Affordable options for collectors
- Scalable income

### Important Tip:

Always sign and date reproductions — it increases value.

Never sell low-quality copy shop prints.

*Your reputation depends on quality.*

### ABOUT Giclées

(g-clay) a technological process that sprays ink precisely at 1/100<sup>th</sup> the width of human hair. A highly specialized printing process for creating fine art reproduction, printed on conservation grade acid free archival paper with a 100 year longevity.

## PRICING YOUR ART SMARTLY

### Basic Pricing Strategy

Use:

- Square inch pricing
- PLUS material costs

### Starter Range Recommendation:

\$1.50 – \$2.00 per square inch  
minimum for emerging artists

### Growth Strategy

- If you sell 50% at a show → increase prices by 25%
- Never lower prices once raised
- Awards, exhibitions, and public commissions increase value

Pricing communicates confidence.

Word-of-mouth plus social proof builds your reputation fast.

## FINAL THOUGHTS

Decide what kind of artist you want to be:

- Social justice artist
- Beauty and culture storyteller
- Faith-centered messenger
- Community voice
- Or a combination, etc.

Your art carries influence. Choose intentionally.

## MARKETING YOURSELF CONSISTENTLY

### Use Social Media Platforms:

- Instagram
- Facebook
- Pinterest
- X
- Tik Tok

Instagram especially drives artist discovery.

*Support, its the People Art Culture...*

When I learn more, I share more. Together, we grow stronger as artists.

### CONTACT & SUPPORT

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There are many paths:

- Galleries and museums
- Festival circuits
- Private collectors
- Licensing and reproductions

Study them. Choose your lane.