

GETTING INTO THE

ART BUSINESS

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

FIRST DRAFT
VERSION 1.0

START WITH THE BASICS, LET'S INCORPORATE!

"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 – Best overall website builder
- Squarespace – Best for creatives and bloggers
- GoDaddy Website Builder – Great marketing tools
- Hostinger Website Builder – The budget choice
- ElementorOne – For advanced WordPress users
- Webnode – Very affordable and great for multilingual sites
- Strikingly – Build multiple websites cheaply
- Jimdo – Fastest way to build a website
- IONOS – Comes with a good variety of marketing tools
- Webflow – Best website builder for designers
- WordPress.com – Complex but very powerful

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

2. Professional Branding Essentials

Must-Have Materials:

- Business Cards
 - Thank-you cards
 - Brochures or mini catalogs
 - Professional logo
 - Optional Slogan/tagline
- You are building a brand - treat it that way!

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

3. Make it Official

Register your business with the State of Florida.

Options:

- Sole Proprietorship - a non-registered, unincorporated business run solely by one individual proprietor with no distinction between the business and the owner.
- LLC (Limited Liability Company) - which means its members are not personally liable for the company's debts. LLCs are taxed on a "pass-through" basis - all profits and losses are filed through the member's personal tax return.
- DBA ("Doing Business As") - when an individual or company conducts business under a name different from their legal name.

Where to Register:

Florida Division of Corporations (Sunbiz)
Online: <https://dos.fl.gov/sunbiz/>

Costs: • Initial filing: Approx. \$135
• Annual renewal: Approx. \$135

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 need 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.

Pro Tips:

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

Note: Always buy your own name, even if your company has a different name. You may need to own the domain for your name in the future. Also, some people review your progress and will buy your name, only to sell it back to you at a really high rate.

I prefer and use
Printmeisters



1427 S. Bumby Ave. Orlando, FL.

Contact. printmeisters@gmail.com

407-492-6736.

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

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

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

REPRODUCTIONS=SMART BUSINESS

5. REPRODUCTIONS - Don't leave any money on the table.

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

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).



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.

Recommended Payment Methods:

Square Paypal
Zelle Stripe
Venmo

*Have a
Business Culture*

Important Tip:

- Always sign and date reproductions — it increases value.
- Never sell low-quality copy shop prints.
- Your reputation depends on quality.
- Use archival paper to
-

ABOUT Giclées

(g-clay) a technological process that sprays ink precisely at 1/100th 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.

6. The Basics of Pricing

Use:

- Square inch pricing
- PLUS material costs

Emerging 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.

There are many paths:

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

Study them. Choose your lane.

*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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Marketing Yourself Consistently

Use Social Media Platforms:

- Instagram
- Facebook
- Pinterest
- X
- Tik Tok

Instagram especially drives artist discovery.

Factors that contribute to the price of Art

There is a wealth of knowledge every emerging artist must understand—especially when it comes to valuing their work.

It is not uncommon for an artist to spend weeks, even a full month, creating a single piece, only to assign it a price of \$5,000 based solely on the time, effort, and emotional investment involved. Many believe that because it is “art,” it automatically commands a high price.

However, value in the fine art market is not determined by the artwork alone—it is equally shaped by the artist behind it.

Collectors, curators, and galleries evaluate a broader set of criteria when determining an artist’s market value, and the cost of their art. The criteria includes:

- How long the artist has been actively creating work
- Whether the artist has developed a distinct and recognizable style.
- The consistency and discipline of the artist’s production.
- Participation in juried exhibitions, gallery shows, and civic exhibitions.
- The level of visibility and recognition gained through those exhibitions.
- Proven sales history, including price points and whether those prices show consistency and growth over time.
- The presence of a professional website and a cohesive portfolio.

As you can see, pricing is not arbitrary—it is strategic, earned, and built over time. At People Art & Company, we are committed to helping artists not only understand their current market position but also develop a clear path toward achieving their desired price point with credibility, confidence, and integrity.