

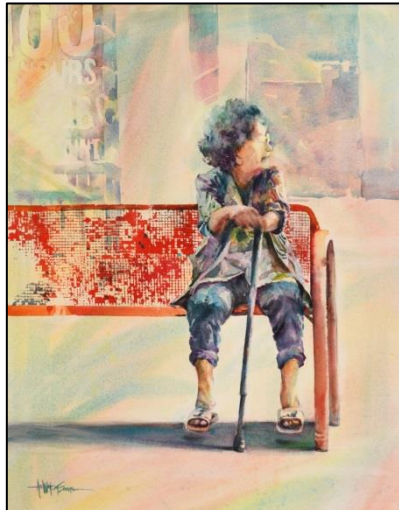
THE BUSINESS OF ART

A handwritten signature in black ink, reading "Anne Watson Sorensen". The signature is stylized and expressive, with a long horizontal line extending from the end.

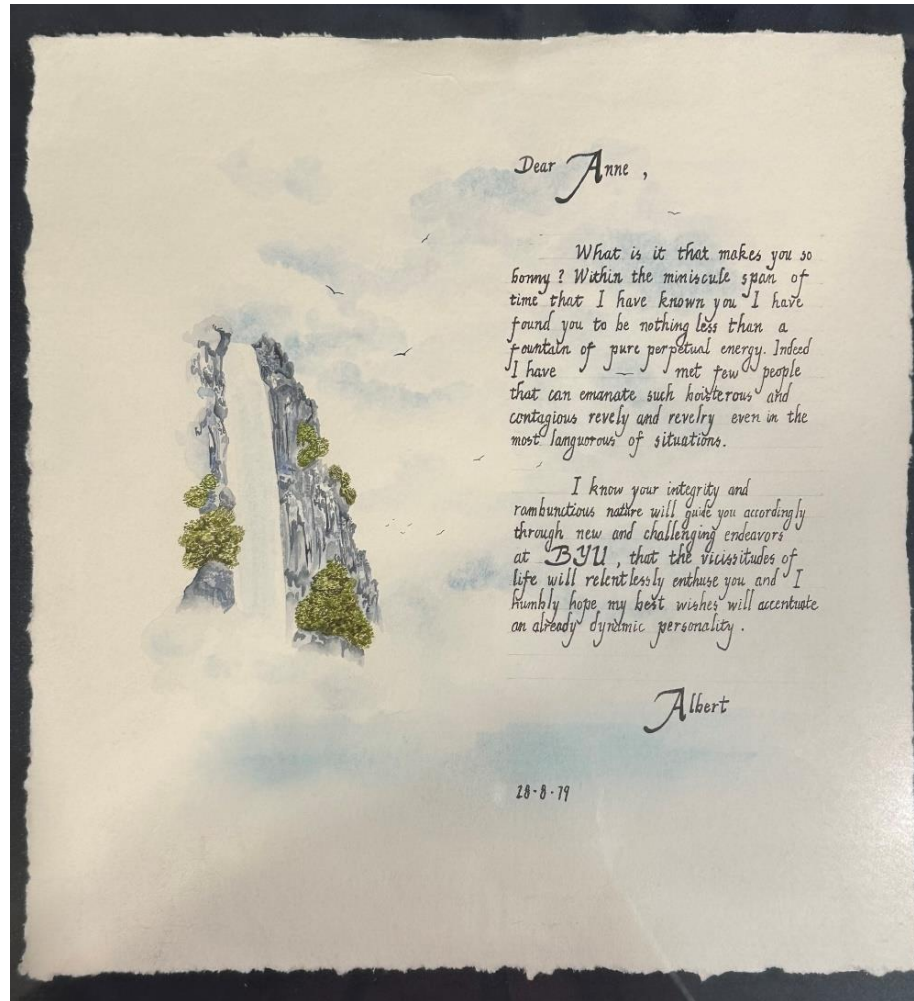
ANNE WATSON SORENSEN

WFWS, IWS

www.aesorensen.com



My unexpected journey from hobbyist to professional artist...



Learn to Paint & Draw with Roland Giampaoli



IWS Volunteering fun! WFWS2020



Artist in Residence & City Hall Public Art



Public Art: Traffic boxes



Boise Art in the Park



Art Breakthrough Workshops



We all earned and received our official artistic license from Arne Westerman

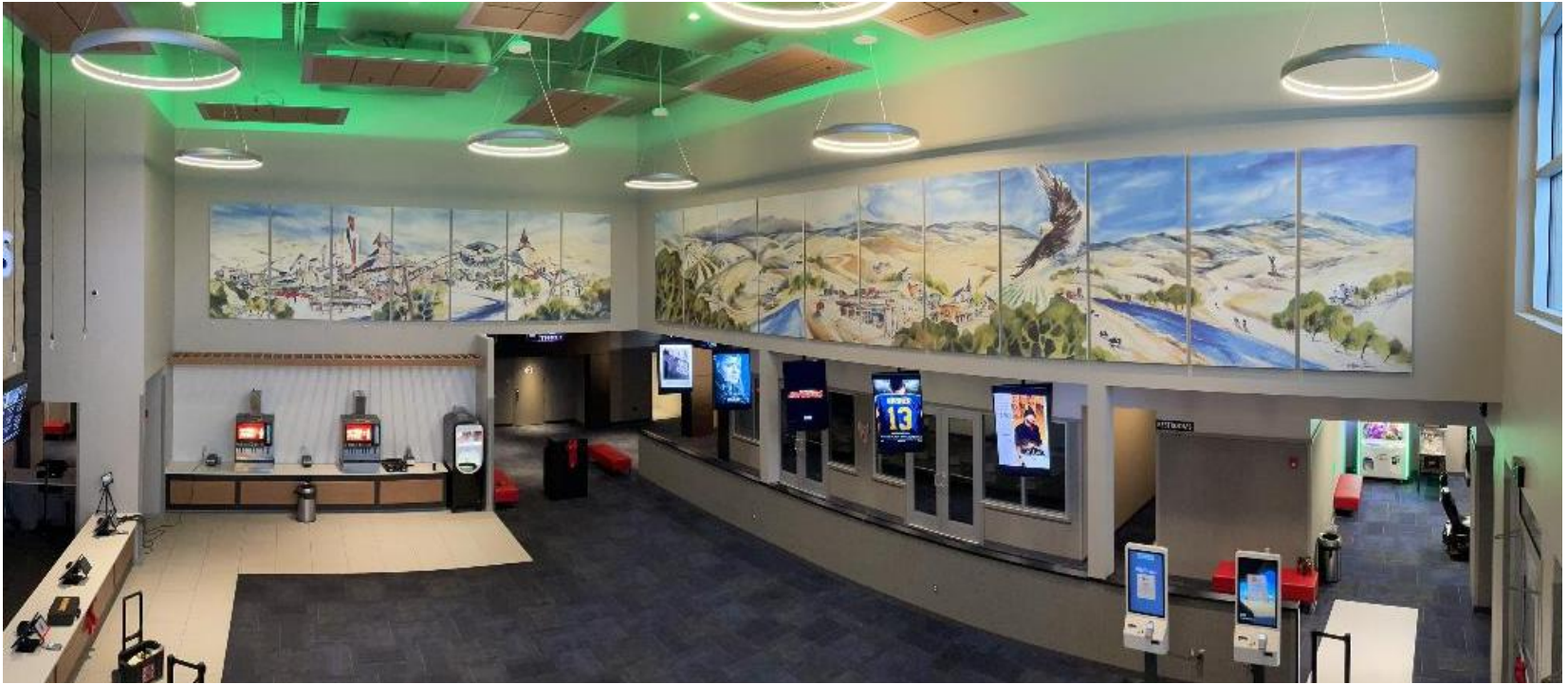
Teaching



Sorensen Studio



Commissions



Commission for the Eagle Luxe Theater. Original artwork of old and new Eagle was created. Then high resolution scanned and printed on 17 4 ft x 8 ft sound panels.

What do you want as an artist...IRA?

- Income?
- Respect and validation?
- Awards and honors?
- Or a combination?

Non-juried opportunities

- Libraries
- Local associations, NAG
- Local fairs
- First Fridays
- IWS Capitol Rotunda show
- Local businesses
- Gift stores...

Juried Opportunities

- Galleries
- BOSCO
- Public Art
- Grants
- Festivals and fairs
- Residencies

15 min BREAKOUT & NETWORKING

- Break into IWS regions
- Share non-juried and juried opportunities in your area or statewide
- List on paper
- Have someone in group take 1 min to read
- Give list to Anne to type up and share with attendees.

IWS Region:

LOCAL/REGIONAL OPPORTUNITIES

Non-juried Juried Details (contact , dates, ...)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Entering Juried Shows

- Start local/regional
 - IWS, WFWS, Art Source Gallery, Art and Soul
 - No shipping/low shipping

National Juried Shows

- AWS – American Watercolor Society
- NWS – National Watercolor Society
- TWSA – Transparent Watercolor Society
- WFWS – Western Federation of Watercolor Societies
- NWWWS – Northwest Watercolor Society
- Also RMWS, WW, WAOW

Keep Artist bio, resume, business cards and website updated

ANNE WATSON SORENSEN

Anne's paintings "depict a duality between what is and what can be—capturing movement between reality and possibility". Dr. Steve Allen

Artist's Biography WFWS, IWS

Canadian-born Anne Watson Sorensen began painting over 25 years ago. It was while living in Barcelona, Spain, that she caught the vision of the power and joy of communicating through art.

She is an Art and Business Management graduate who continues to study under internationally renowned artists. She has been highly respected for her work in watercolor, and recently for her work in oil, cold wax and mixed media.

Anne is a Signature Member of the Western Federation of Watercolor Societies (WFWS) and the Idaho Watercolor Society (IWS). Anne has been awarded grants from the National Endowment of the Arts, the Idaho Arts Commission and the Alexa Rose Foundation.

She is represented by 6 galleries and has had over 15 solo shows. Find her award-winning artwork in private, corporate and public collections worldwide and at www.aesorensen.com.



Artist's Statement

"I create paintings that radiate light and joy. My paintings—diverse in subject and style—reflect a passion for connecting in a variety of visual languages. Visualizing joy through metaphor, movement, shape, color and line are at the spiritual root of my artworks."

Contact Information



AnneSorensenArt



AnneSorensenWatercolor

Phone: (208)870-2570

Email: aesorensenart@gmail.com

W Boise Studio/Gallery: By appointment

www.aesorensen.com

The Art of Selling

- Exposure , exposure, exposure
- Connection, connection, connection (to the art, to you, to themselves)
 - People moving today from buying stuff to spending money on experiences/memories
- Project a professional mindset: Keep practicing! (best learned from mistakes!!!)
 - Welcome them warmly.
 - Be genuine (NOT dwelling on the sale)
 - Find connection or let them browse (gauge this by body language)
 - Listen more than you talk
 - If they are already drawn to a painting, ASK if they would like to hear the story about it. (ALWAYS invite, do not push)
 - Ask what painting they are drawn to. Let them tell you why and what it reminds them of. Listen to their stories and memories. People want to be seen and heard. Plus, they are verbalizing and beginning to own this painting in their heart and mind. (Building connection) Let them be the hero.
- NOT about you! It is about the customer
- Sale or no sale: Invite to join your email list or at least give them a business card. Follow up with a thank you note for sales.

Q&A Session