



The Business of Art

NELLI GARIBYAN

**IDAHO ART
GALLERY**

INTRODUCTION

- ABOUT ME
 - ABOUT IDAHO ART GALLERY
 - Emerging
 - Well Done Work with Undeveloped or Inconsistent Style
 - Established
 - High Quality Work
 - Good Composition & Originality & Consistent Style
 - Taking Professional Classes & Elevating Technique & Refining Style
 - Professional
 - High Caliber Consistent Body of Work with a Story or Concept
 - Full Time Artist...
 - Invited To Museum Exhibitions & Art Fairs
 - Multi-Gallery/Museum Representation
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PHASE 1

- Business License
 - LLC vs Sole Proprietor
 - EIN or SS
 - dba
 - Pay Sales Tax - Monthly Filing
 - Business Bank Account
 - Bookkeeper
 - Payment: Venmo/Square/PayPal
 - Logo/ Image/Brand
 - Business Cards
 - Artist Statement/Bio
 - Headshot
 - Instagram
 - Apply to (with professional/ cohesive display & signage)
 - Non-Juried Shows
 - Markets/Local Fairs
 - Group Shows
 - Display Your Work At Local Businesses/ Gift Shops
 - Collect Buyer Data
 - Grass Roots Networking
 - Join An Association or Society
 - Scan or Take High-Res Photos of Your Work
 - Swag or Prints
 - Digital Portfolio/Archive of Your Work
 - Store in Dropbox or Google Drive
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PHASE 2

- Website
 - Professional Images
 - Of Your Work
 - Of Your Space
 - Of You
 - Linked In / Facebook / Tic Toc
 - Content
 - Video
 - Collaborations (Boise Bucket ist, Hello Meridian...)
 - Apply to
 - Galleries Local & National
 - Start Applying for Solo Exhibitions
 - Start Applying for Juried Opportunities
 - Public Art Displays/Traffic Boxes
 - Grants - Alexa Rose / ID Arts Commission
 - Out of State Shows
 - Sell
 - Etsy
 - Fine Art America
 - Artfinder
 - Open/Improve/ Upgrade Your Studio Space
 - Improve Your Digital Portfolio/Archive
 - Postcards/ Brochures/Pamphlets
 - Email Newsletter to Buyer Database
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PHASE 3

- Seek Out PR Opportunities
 - BW Cover Art
 - Local Newspaper, Magazines & TV Stations
 - Advertise In National Art Publications
 - Plein Air Magazine
 - Art In America
 - Multi- Gallery Representation
 - Contract/ Seek Out Art Consultants/Designers
 - Evaluate Pricing (be consistent)
 - Ecommerce On Your Website
 - Shipping Available
 - Update on Consistent Basis
 - Email Drip Campaign to Buyer Database
 - Constant Contact/ Mailchimp
 - Announcements
 - Shows
 - New ART
 - Solo Exhibitions & Museum Showings
 - Art Fairs (Art Basel, Volta NY...)
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PHASE 3+

ALWAYS BE IMPROVING

- Clean Up Phase 1-3
 - New & Updated EVERYTHING
 - Business Card Design
 - Images
 - Website
 - Artist Statement & Bio
 - Postcards, Brochures, Pamphlets
 - Social Media Content + Frequency
 - ETC

QUESTIONS??
