

SELF PROMOTION TOOLS FOR THE WORKING ARTIST



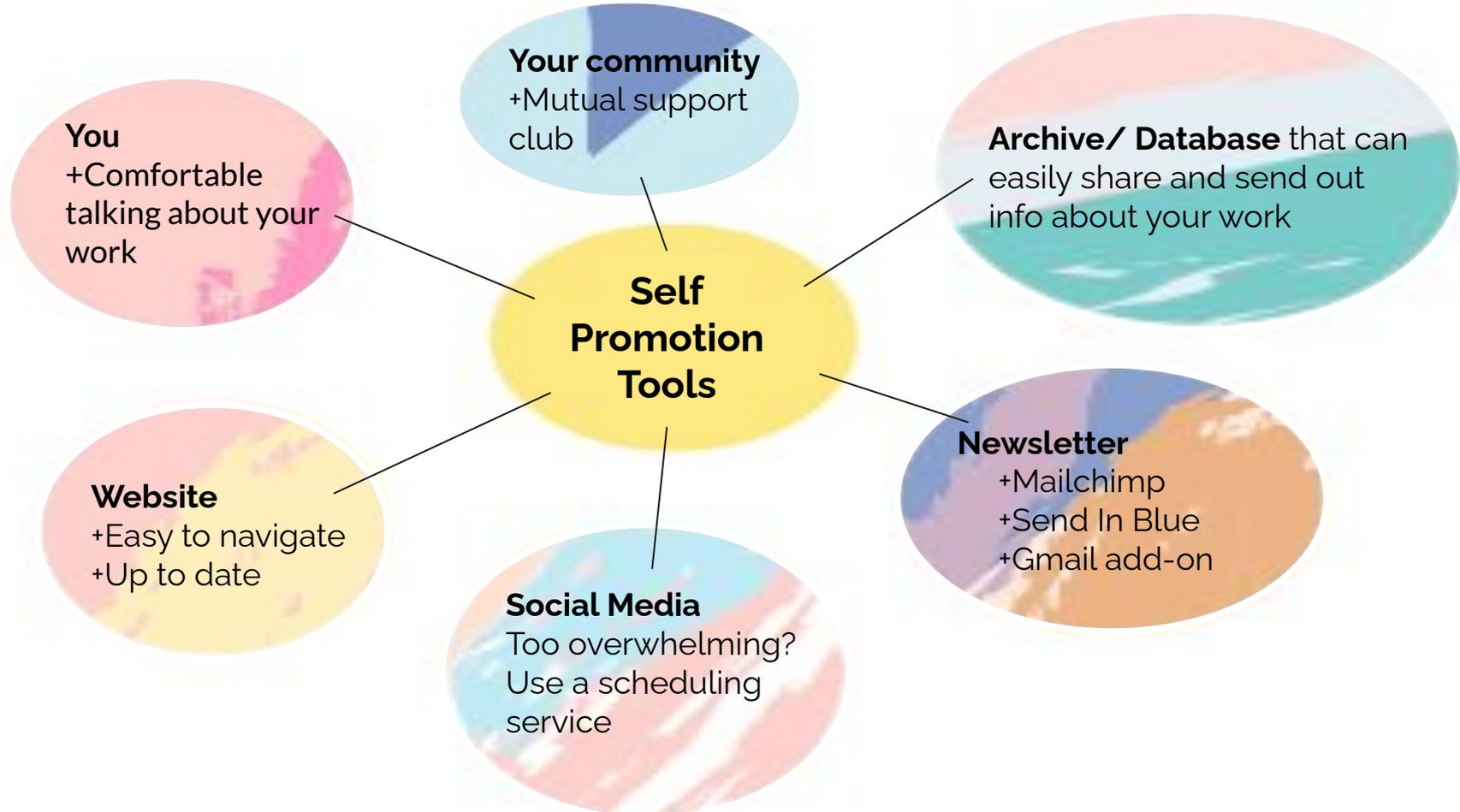
NOWBEHERE

A R T W  R K
A R C H I V E



Set yourself up for success

- Show up for yourself & your community
- Organize & manage your art business with archiving programs
- Optimize your website
- Communicate effectively with newsletters
- Engage and outreach with social media
- Make meaningful connections with in-person meetings
(Elevator Pitch)
- Q&A





Believe in yourself.

Show up for yourself.



**Get out
and
see art**



**Sign the
book**



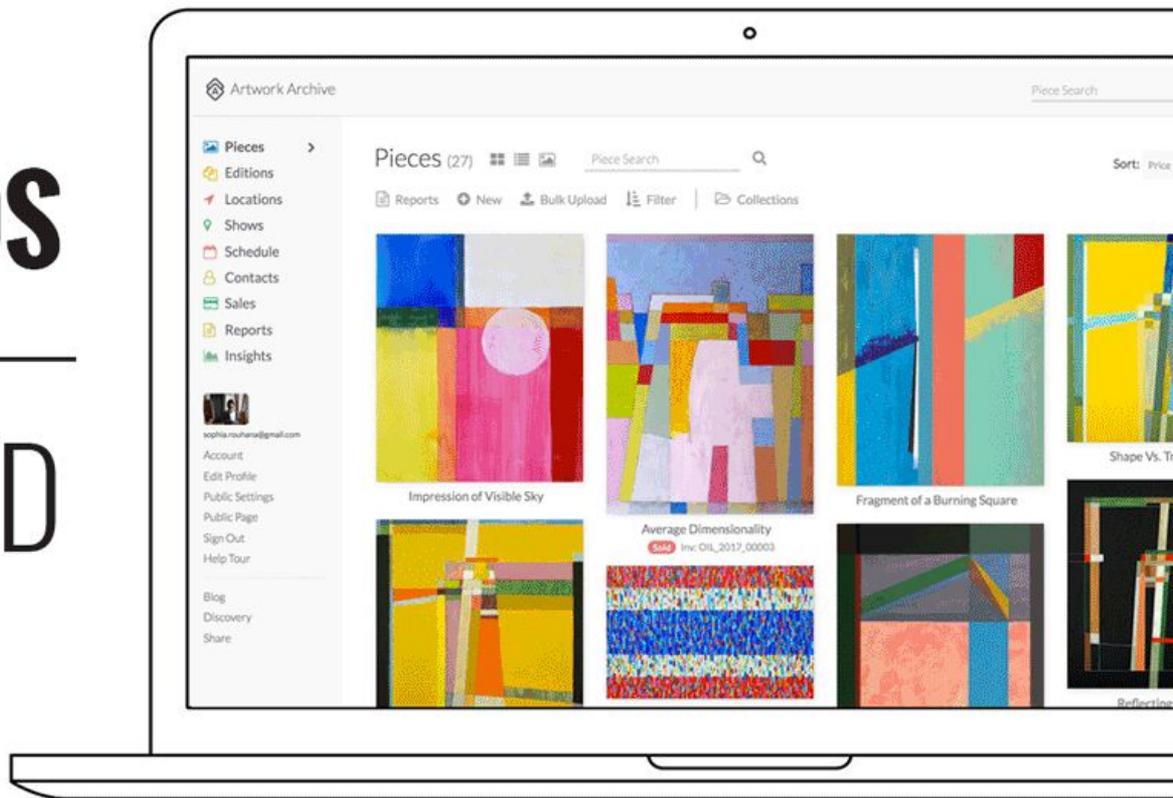
**Ask about
the work**



Use archival programs to organize
and manage your art business

CUT THE CHAOS

GET ORGANIZED





Use Tech

Archiving is worth the time and effort

The work you put up front to get organized pays off!

Not only are you more seamlessly managing your day-to-day, but you're preserving your artistic legacy.

- **Get organized:** Have all of your info accessible in one place. You won't lose/forget details.
 - Consider creating Collections within your portfolio
- **Save time:** Easily share artwork images and information to interested clients (within minutes of their request)
 - Utilize Private Rooms
- **Present yourself professionally.**
 - Always have details at the ready. Deliver polished reports.

Research archiving programs. Check out the [NBH website](#) for options.

Use Private Rooms

Studio visit with

from Kim Schoenstadt



Exercise in Perspective #4, 2022
Acrylic Paint on wall with string
and white oak box
50 x 90 x 8 in
(127.0 x 228.6 x 20.32 cm)



Current mess, 2022



#MemoryFuture.Labs, 2022



*Sight Line Series: Callfor
Respite, 2021*
Digitally printed
224 x 219 x 0 in
(822.96 x 556.26 x 0.0 cm)



*Enter Slowly Series: Tour De
Nesle Conversation, 2021*
Acrylic and embroidery floss on
linen
24 x 15 x 1.5 in
(60.96 x 38.1 x 3.81 cm)



*Enter Slowly Series: Tango
conversation, 2021*
Acrylic and embroidery floss on
Belgian Linen
35 x 21.5 x 1.5 in
(88.9 x 54.61 x 3.81 cm)



*Exhibition Installation Images-
Enter Slowly, Th... 2021*



*Enter Slowly Series: St. Tropez
Conversation, 2021*
Acrylic and embroidery floss on
Belgian Linen
18.5 x 30 x 1.5 in
(46.99 x 76.2 x 3.81 cm)



*Enter Slowly Series: Study
Yellow Rug, 2021*
Acrylic and embroidery floss
Belgian Linen
30 x 12 x 1 in
(76.2 x 30.48 x 2.54 cm)



Studio visit with

from Kim Schoenstadt

[← Back to all artwork](#)



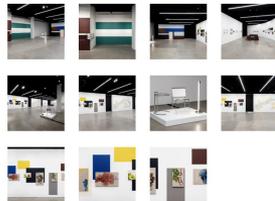
*Exhibition Installation Images-Enter
Slowly, The Legacy of an Idea*

Kim Schoenstadt:

Installation views of Kim Schoenstadt, *Enter Slowly, The Legacy of an Idea*
exhibition at ArtCenter College of Design, Peter and Merle Mullin Gallery,
Pasadena CA
September 23, 2021 - February 27, 2022

Photo credit: Ruben Diaz

Created: 2021



[Download Image Files](#)

Videos



ArtCenter College Video about the exhibition

Detail

[← PREV](#) [NEXT →](#)

Create private rooms to quickly share info with Art Consultants, curators, etc. or after a studio visit as reference materials.

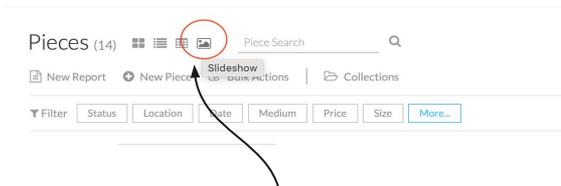
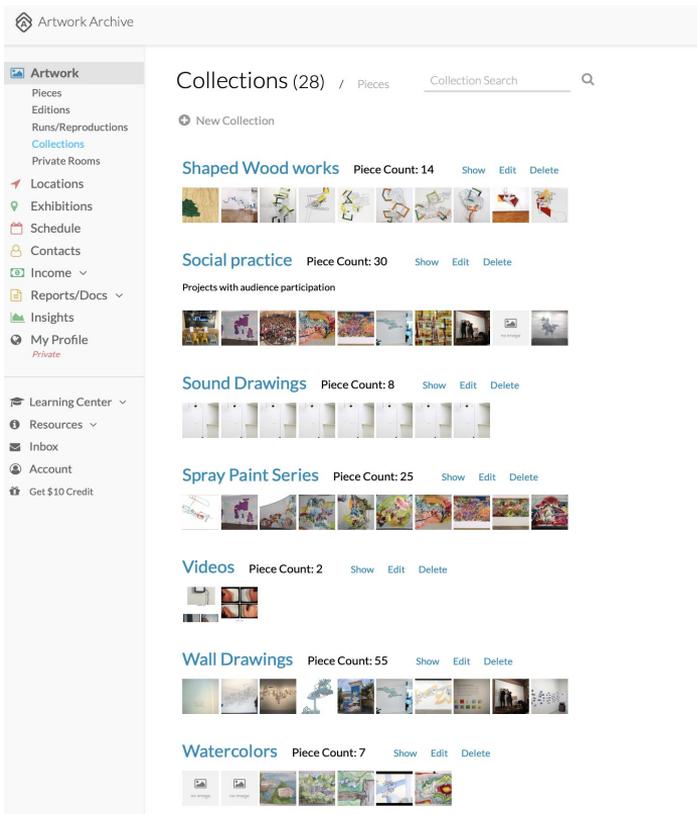
Make the images downloadable so curators/ collectors/ art consultants can easily share.



Use Collections

I've used these in a few ways:

- Studio visits- when folks want to see more from a particular series
- Pricing review- this allows the gallery or such to see the entire grouping



Sightline Construction No.1 Show Piece





Save time with automated reports

- Create consignment reports
- Generate inventory lists
- Produce portfolio pages*
- Print gallery & address labels
- Create a certificate of authenticity
- Make tear sheets
- Share info with QR code labels

Inventory Report
February 07 2018

Sophia Rouhana
508 Saint Cloud Road Bel Air, California, 90245
sophia.rouhana@gmail.com



Articulated Axis

Sophia Rouhana
Oil

Size: 52 x 46 in
Price: \$14,300.00
Location: White Cube
Inventory Number: OIL_2017_00030
Subject Matter: Abstract



Average Dimensionality

Sophia Rouhana
Oil On Canvas

Size: 96 x 44 in
Price: \$16,800.00
Inventory Number: OIL_2017_00003
Subject Matter: Landscape



Dialogue with Intuitive Analysis

Sophia Rouhana
Oil

Size: 45 x 82 in
Price: \$7,500.00
Location: White Cube
Subject Matter: Abstract



Geopoliticus Moon in Illumination

Sophia Rouhana
Oil

Size: 80 x 55 in
Price: \$9,800.00
Location: White Cube
Subject Matter: Abstract



Sample Portfolio Pages



Kim Schoenstadt
Enter Slowly Legacy
2021
Acrylic Paint on wall
138 x 240 in

DESCRIPTION
This work is a wall drawing that combines realized and unrealized Eileen Gray architectural projects. Eileen Gray was an Irish architect and furniture designer who became a pioneer of the Modern Movement in architecture and lived from 1878-1935. While Eileen realized only two unique works of architecture and several remodeling projects, she created a series of proposals when paid work was lacking. The yellow shapes which weavers throughout the work is based on one of her Tango Rug designs of which she made several versions.

Photo Credit: Ruben Diaz



Kim Schoenstadt
Enter Slowly Series: Centimeter conversation
2021
Acrylic and embroidery floss on Belgian Linen
20 x 32 x 1 in

DESCRIPTION
This work is based on Eileen Gray's Centimeter Rug. Created for the E-1027 house, it became an iconic work of hers. This series of paintings began during the 2020 lockdown for Covid-19. I had been researching and studying Eileen Gray's life and work and focused on her rug works. Her textiles are an important aspect of her body of work. Each work in my series combines an abstract stain and a hand-embroidered shape based on one of her rugs. The abstract acrylic shape, the stains, are meant to visually resemble when you drip dye into water and it's suspended for a second, and then it flows out. That for me felt like the COVID moment, but it also felt like Eileen Gray's life. She would create something and it would be great for this one moment and then it would collapse. Something would make sense and work for two or three years and then, poof, it'd be gone.

Photo Credit: Ruben Diaz



Kim Schoenstadt
Exercise in Perspective #3
2018
Acrylic Paint on wall with string
144 x 144 x 144 in

DESCRIPTION
Created for Volta, Clemente Contemporary booth. This work asks the viewer to become part of the work by adding their point of view in the form of strings extending from a wall drawing. Through that action, one is prompted to physically and emotionally recognize how their perspective intersects with that of others. I set out simple rules- one could add, lift up, push down but not remove another perspective line. It is a series about empathy and the web of perspectives one work can inspire.



Kim Schoenstadt
Enter Slowly Series: Willful Disregard
February 01, 2020
Nickel plated sculpture over painted wall
22.5 x 72.5 x 46 in

DESCRIPTION
"Enter Slowly" began with models Schoenstadt created that were based on interpretations of Gray's interior for E-1027 and that would become features of the site-specific exhibition for ArtCenter College of Design's Peter and Berni Muller Gallery. *Enter Slowly: Willful Disregard* (2020) was provoked by the guest room of E-1027, where Gray designed an ingenious writing desk concealed in a cabinet with multiple drawers, shelves and built-in lighting. The hues of Schoenstadt's wall paintings stem from Gray's original color choices for the walls in that room: dark brown and emerald green. An aluminum apparatus fabricated by Schoenstadt replicates Gray's original structure, which appeared to be floating as it wrapped around a 90-degree corner of the room.
-excerpt from Julie Joyce Essay from catalogue of the exhibition
Sculpture 22.5 x 72.5 x 46 inches, Wall Painting 121.5 x 303 inches.
Photo Credit: Ruben Diaz



Did you know an art database can
help you make sales?



Present yourself professionally with a web presence

Display your artwork to a new audience. Publish your artwork directly from your inventory.

Connect with buyers. Showcased on Discovery. Send your public portfolio to galleries and potential clients.

Integrate with your website.

ALL AVAILABLE SOLD Piece Search

SUZIE BAKER
Shenandoah, TX

Houston area oil painter specializing in landscape, portrait, still life, and plein air work, offering workshops in her humorous and informative teaching style.

Instagram Facebook Twitter LinkedIn

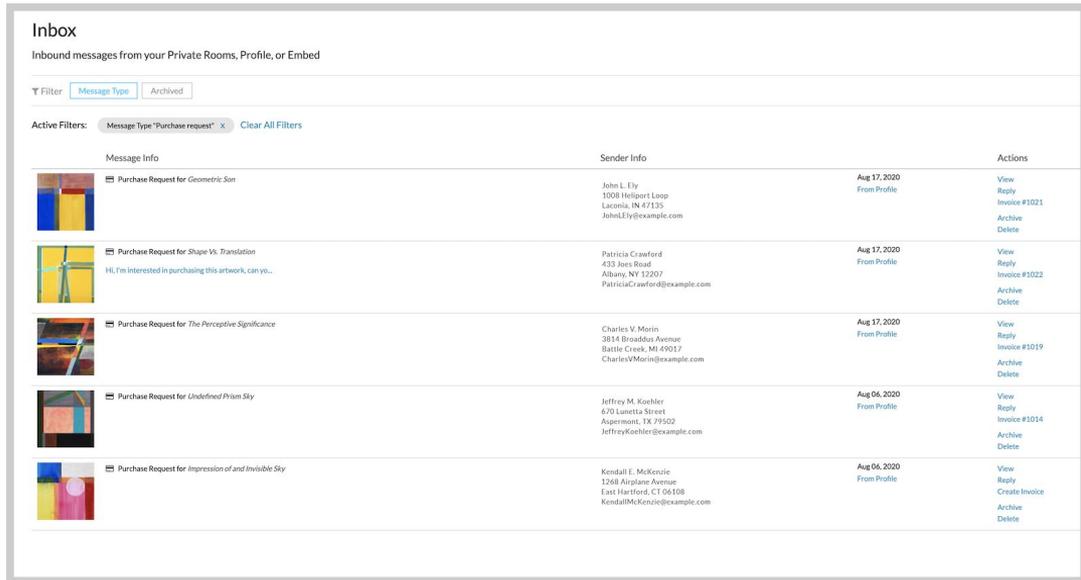
Message

[Portfolio](#)
About
Collections

Sell your artwork online

- Focus on what's working. You don't need to be everywhere.
- Avoid online galleries or outlets that are overpromising or overcharging for services.
- For those using Artwork Archive there are many features that help get your work out & paid for:

- Private Rooms
- Public Profile
- Website Embed
- Online invoicing
- PayPal integration



The screenshot shows an email inbox interface. At the top, it says "Inbox" and "Inbound messages from your Private Rooms, Profile, or Embed". Below this, there are filter buttons for "Message Type" and "Archived". The active filters section shows "Message Type: 'Purchase request'" with a close button and "Clear All Filters". The inbox contains five messages, each with a thumbnail of an artwork, a subject line, a snippet of the message body, sender information, a date, and a list of actions (View, Reply, Invoice, Archive, Delete).

Message Info	Sender Info	Date	Actions
 Purchase Request for Geometric Sun	John L. Ely 1508 Hillcrest Loop Laconia, IN 47135 JohnLE@example.com	Aug 17, 2020 From Profile	View Reply Invoice #1021 Archive Delete
 Purchase Request for Shape Vs. Translation Hi, I'm interested in purchasing this artwork, can yo...	Patricia Crawford 433 Joes Road Albany, NY 12207 PatriciaCrawford@example.com	Aug 17, 2020 From Profile	View Reply Invoice #1022 Archive Delete
 Purchase Request for The Perceptive Significance	Charles V. Morin 2834 Broadus Avenue Battle Creek, MI 49017 CharlesVMorin@example.com	Aug 17, 2020 From Profile	View Reply Invoice #1019 Archive Delete
 Purchase Request for Undefined Prism Sky	Jeffrey M. Koehler 670 Lunetta Street Aspermont, TX 79502 JeffreyKoehler@example.com	Aug 06, 2020 From Profile	View Reply Invoice #1014 Archive Delete
 Purchase Request for Impression of and Invisible Sky	Kendall E. McKenzie 1268 Riparian Avenue East Hartford, CT 06108 KendallMcKenzie@example.com	Aug 04, 2020 From Profile	View Reply Create Invoice Archive Delete



Optimize your website



Keep your website up-to-date

- **Make it easy to navigate & contact you.**
- **Make it easy to find what you are currently working on.**
- **Build credibility by presenting yourself professionally.**
 - [This article can help.](#)
- **Tell your story** - Make sure your bio, statement, 'news' section and other info are up-to-date.
- **Showcase your work in the best light possible.**
- **Optimize for SEO (Search Engine Optimization)**
 - [Further reading](#)



Check your Stats

**Get insight on
how folks are
interacting with
your content**

Google Analytics - this one is free but there are more like this

Squarespace / Wix / Google Websites
all have built in analytics into their
programs

Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾

Insights

All Users
100.00% Sessions

+ Add Segment

Landing Page ▾ ⚙

↔ /
1.7K

↔ /artist/mar...ez-garcia/
271

↔ /join-directory/
190

↔ /about/
171

↔ /events/hel...t-artists/
157

↔ ...
5.5K

Starting pages
8K sessions, 6.4K drop-offs

▣ /artist
3.6K

▣ /
1.8K

▣ /artist/mar...ez-garcia/
272

▣ /medium
235

▣ /join-directory/
221

▣ (>100 more pages)
1.8K

1st Interaction
1.5K sessions, 697 drop-offs

▣ /about/
386

▣ /photographs/
195

▣ /artist
175

▣ /
128

▣ /events/
81

▣ (65 more pages)
575

2nd Interaction
843 sessions, 376 drop-offs

▣ /artist
181

▣ /
120

▣ /about/
96

▣ /photographs/
77

▣ /events/
67

▣ (51 more pages)
302



Communicate with newsletters



Use newsletters to strengthen community

- **Keep a running list of things to include in your next newsletter/e-blast.** Toss images and text into that list so when it is time to format your letter, you have a framework already done and can work from there.
- **Check-in with your contacts:** Foster genuine relationships. Marketing is connecting. See your newsletter as a way of fostering those connections.
- **Let people know what you are up to.** This could be a sale, but it could be something you are working on or excited about. A partnership with a nonprofit or a cause you care about.
- **Keep relationships strong** by communicating when you aren't just selling. You can send out information, classes, or a kind and compassionate note.
- **Use the stats** to help you identify folks who are super fans and possibly missing the newsletter. Follow up with a personal email to those who might have missed your newsletter.

Further Reading:



Strengthen relationships with contact management

- + **Collect** and **centralize** contact details
- + **Build** and **maintain** strong relationships
- + **Know** who your top buyers are
- + **Remember** who connected you with whom

Debbie Barbuto / Contacts

[Invoice](#) [Edit](#) [Add Reminder](#)



Phone: 804-641-2777
Email: holicow2010@gmail.com

4816 Hearthstone Rd
Glen Allen VA 23059
United States

Purchases/Acquisitions by Debbie Barbuto

Artwork Info	Sales Info	Sales Price	Net	
 <p>Fran July 17, 2019</p>	Type: Sale Client: Debbie Barbuto Location: The Studio at Anchorage	\$450.00	\$350.00	Actions ▼
 <p>Little Sally December 26, 2012</p>	Type: Sale Client: Debbie Barbuto Location: The Studio at Anchorage	\$2,900.00	\$2,798.35	Actions ▼

Additional Files [Add File](#)

Screenshot from Nancy Bass's Artwork Archive Contact record



Newsletter Helpers

Create clean communications that read on different devices

Timing - be mindful of your audiences lives. (i.e. maybe don't email during big art fairs)

Lots of info out there about

- Maximizing subject lines
- Increasing open rates

Digital Newsletter Marketing

- Mailchimp
- Klavio
- Send in Blue
- Gmail add-on

[Most have tiered pricing plans, but include good free options.]



Reach out and engage with social media



Social Media Strategies

- **Hashtags** to help share what you are working on and to connect with other artists and viewers looking for art and art experiences from their computers. Participate in one, or create your own.
- **Show your process/give a virtual studio tour** master the how-to video to demystify an art-making process and to connect with your audience
- **Do a social media audit:** Is your information the same across all platforms? Do the links to your social media accounts work? Are your bios strong and accurate?
- **Create new content:** When was the last time you made a time-lapse video of you working on an artwork? Is there something you can teach or share about your process to engage your audience?

Let's admit social media is complicated



Figure out what your relationship is with social media. How can you use it as a tool and not have it mess with your head?

Schedulers

- Later
- Hootsuite
- Buffer
- Facebook Publishing tools

Creation of posts

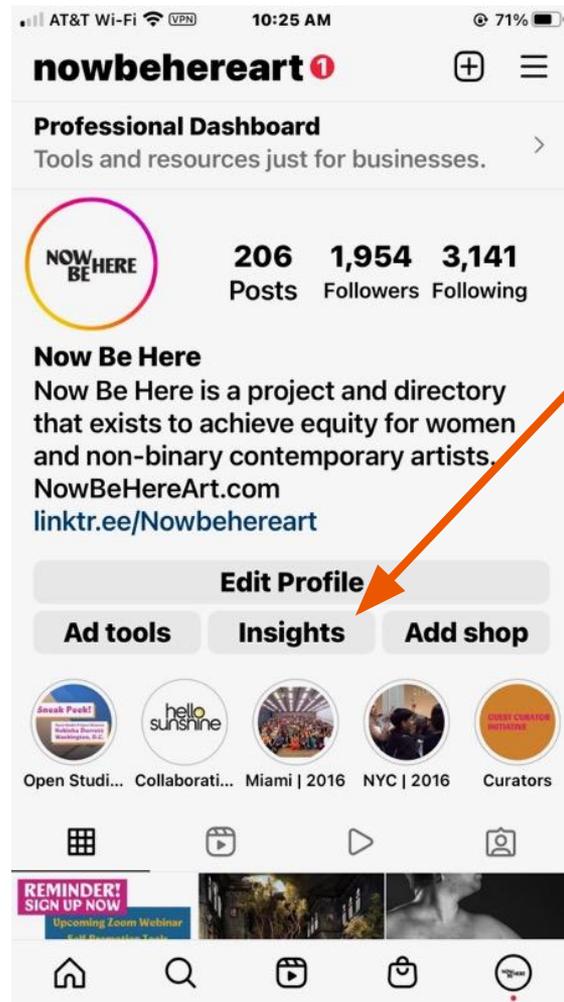
- Framelapse (Android)
- InShot - Video Editor
- Canva- graphic design for all



Check your Stats

Instagram & Facebook offer Business accounts.

With this you get “Insights”





Schmooze with confidence

Elevator Pitch

- **Tailor your pitch**
 - Simple
 - Intermediate
 - Art Fanatic
- **Figure these out & write them down**
- **Practice**
 - Record a voice memo and play it to yourself on the way to openings



Follow up

Business cards & Digital biz cards



Another golden oldie - keep a few in your wallet so if you meet someone interesting and they want to connect you're ready!

Make it easy to connect.

Website as digital biz card - you can create a [QR code](#) for your website so folks can easily scan the code and connect to your website. NFC tags can also be used.

Parting advice: Provide value while you promote too!

Get your name out there in a creative way. Consider these actions – many of which include content marketing strategies.

- Create an art installation or paint a mural for your community.
- Offer drinks or apps at your art events.
- Host a [podcast](#).
- Write a [blog post](#) for the local paper.
- Film [videos](#) for YouTube or Vimeo.
- Don't just post for the sake of posting on social media—[develop a strategy](#) chock-full of fun content.
- Write insightful comments on the blogs and social media posts of influential collectors or designers.
- Send out notes of thanks and congratulations.
- Make small gifts for your mailing list during the holidays.

Cataloguing Resources

Further reading to help you
along the way.



- 01 | [Why Inventorying Your Art Benefits Your Career](#)
- 02 | [How to Inventory Your Artwork](#)
- 03 | [The Importance of Being an Organized Artist](#)
- 04 | [How to Build a Digital Archive of Your Artwork](#)
- 05 | [8 Tips to Start Archiving Your Artwork](#)
- 06 | [Free Guide to Archiving Your Work](#)
- 07 | [What to Look for in Art Inventory Software](#)
- 08 | [How to Protect Your Artistic Legacy](#)
- 09 | [Small Tasks to Do Each Day to Get Your
Business Organized](#)

RESOURCES FOR BUILDING AN ONLINE PORTFOLIO

- 01 | [Building the Best Online Portfolio for Your Art](#)
- 02 | [The 8 Online Platforms Artists Should be Using](#)
- 03 | [5 Reasons Your Art Might Not Be Selling Online](#)
- 04 | [Get Inspired by these Public Portfolios](#)
- 05 | [How to Photograph Your Artwork Like a Professional](#)
- 06 | [Land More Sales with Your Online Portfolio](#)

RESOURCES FOR INVOICING ONLINE

- 01 | [How to Use Online Invoicing to Get Paid for Your Art](#)
- 02 | [How to Create the Perfect Invoice for Artists](#)
- 03 | [What to Include in Your Invoice: A Checklist for Artists](#)



Invoice #1022

INVOICE DATE: August 18, 2020
DUE DATE: August 26, 2020

FROM:
Sophia Rouhana
1234 example Lane Denver, CO 80206
555-029-0918
katie@lalala.com

TO:
Willow Miller
katie@artworkarchive.com

INVOICE ITEMS:

Artwork	Original Price	Discount	Sale Price	Tax
 Shape Vs. Translation Oil 64 x 64 in	\$1,450.00		\$1,450.00	

Sale Price:	\$1,450.00
Total Tax:	\$0.00
Shipping:	\$200.00
Total:	\$1,650.00
Paid:	\$500.00
Remaining:	\$1,150.00

More Marketing Resources



- [Free eGuide to social media marketing](#)
- [7 powerful ways to build self-confidence](#)
- [How to get your first 1000 Instagram followers](#)
- [9 step guide to marketing your art without being salesy](#)
- [How artists use a CRM to work smarter & thrive](#)
- [Beliefs about marketing that may be holding your art career back](#)
- [An introvert's guide to art marketing](#)
- [8 online platforms that every artist should be using](#)
- [Archiving Your Work- Now Be Here](#)



IF YOU'RE INTERESTED...

<https://www.artworkarchive.com/blog>

NEWS, TOOLS & RESOURCES FOR THE ART COMMUNITY

The screenshot shows the website's navigation bar with tabs for 'All', 'Artist', and 'Collector'. A search bar is located to the right. Below the navigation bar is a grid of article cards. Each card features a thumbnail image, a title, a byline, and a short description. The articles include:

- 5 Ways to Make Your Art Collection More Accessible to the Public** by ARTIST, COLLECTOR. Description: Engage with new audiences as you reach beyond the physical boundaries of your institution.
- A Short Tutorial on Protecting Art Collections from Natural Disasters** by COLLECTOR. Description: We're living during challenging times. Learn how to catalog and safeguard your art collection in this short video tutorial.
- How to Avoid Denials or Low Payouts on Your Fine Arts Claim** by COLLECTOR. Description: Have you minimized your risk of having your fine art claim denied or reduced?
- Unconventional Provenance: Documenting Art Ownership in the 21st Century** by ARTIST, COLLECTOR. Description: Provenance is taking new shapes during the digital era. As times change, so do the ways that we document our art.

On the right side of the page, there is a sidebar with a 'Get Organized' section containing links: 'Share Your Work', 'Analyze Your Career', 'Report Professionally', and 'What Our Artists Say'. Below this is a 'Popular Posts' section with links to '9 Things You Should Give Up to Be a Successful Artist', 'How to Inventory Your Artwork', 'Complete Guide to 2020 Artists Grants', 'Seven Rules for Pricing Your Artwork', and 'How to Make Money as an Artist on Instagram'. At the bottom right, there is a 'Follow Us:' section with icons for Facebook, Twitter, and Instagram.

ARTWORK ARCHIVE CAN HELP

- Artwork Archive provides the tools for artists to organize, manage, share and showcase their artwork. From inventory and consignment reports to sales and invoices, contacts management, and location tracking, we provide everything you need to get organized and manage your career.
- Now Be Here artists receive a **20% discount** off of their first year. **Try us free for 30 days** and activate the discount here: www.artworkarchive.com/nowbehere
- Sign up for our newsletter at www.artworkarchive.com/newsletter





THANK YOU!