

12 WAYS YOU CAN MAKE MONEY FROM YOUR ART

If you want to make a living from your art, it's useful to have multiple income streams. Below are some ideas for you to monetise your art. P.S. get comfortable with the idea of making money, it doesn't devalue you as an artist, it is essential for you to live your life!

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1 COMMISSIONS

Where an individual or company pay you to create a bespoke piece. Often you will charge more for these as there is more pressure to create a piece that aligns with the customer's vision. Be very clear to draw up a contract of what exactly is expected of both parties, in order to minimise problems further down the line.



2 SELLING PRINTS

Prints are normally offered at a lower price than originals but it's possible to maximise the price you can charge by offering them as limited editions. You can also offer embellished prints (hand finished) to bridge the gap between original price points and print price points.



3 WORKSHOPS

Workshops can be delivered online or in person. They are a great way to offer your customers a 'taste' of something and can be a teaser for a longer course. They are social events and a great way to build a community. You need to be comfortable leading a group of people. If not, start small and build your confidence.



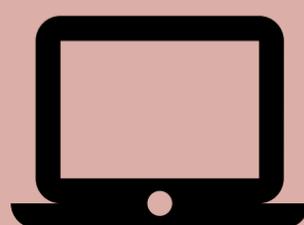
4 TEACHING IN PERSON

Regular classes held locally that pass your knowledge and expertise onto others. You don't have to be an expert in the subject, you just need to know more than the people you are teaching. It helps to have a personable manner and a genuine interest in seeing people learn and develop.



5 TEACHING ONLINE

Whereas teaching in person you are limited to the size of the venue and how many hours you have in a day. Teaching online opens up a whole new world. You can create lessons once that can be accessed by thousands of people across the world at any given time. The scalability of this business model is huge!



6 RETREATS

We all love a good holiday right? Even more so if we can combine it with exploring a subject/hobby we love. Retreats can be expensive to run so make sure you have all the costs accounted for, such as catering, transport etc. Done successfully they can be very lucrative.



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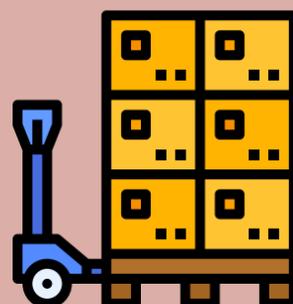
RETAIL PRODUCTS

There are lots of print on demand companies out there now, which allow you to place your artwork on products such as clothing, interior products and accessories. If you have a great eye for design you can create mockups of these products in minutes and display them on your website. The best part is with print on demand you don't need to carry stock!

**8**

WHOLESALE

Similar to the above, you can place your designs onto products and offer them to retailers at a wholesale price. You won't make as much money as the margins are smaller but they may buy from you in bulk. Think beautiful watercolour inspired cushions at the likes of John Lewis.

**9**

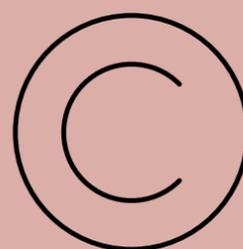
COLLABORATIONS

Get together with other similar or complimentary businesses and come up with an irresistible package between you. This is also a great way of building your email list as you promote to each others list. A win-win.

**10**

LICENSING

If you licence your art work it means other people (or companies usually) pay you to be able to use your artwork on their products. They can buy a single use license or a multi use license. For example a wine company might buy one of your designs for the labels on their bottle. It's a lot like musicians get 'royalties' when their music is played. This is not fast money though, it takes time to build relationships.

**11**

START A BLOG OR YOUTUBE CHANNEL

If you have a phone, access to a computer, knowledge and information to pass on and a likeable personality you can always start a Youtube channel. If video isn't for you how about a blog (written) or podcast (audio). You can monetise this largely through sponsorship and advertising opportunities.

**12**

WRITE A BOOK (OR EBOOK)

Love expressing yourself through written word as well as art. Then a book might be for you. It may be a book on technique or your experience breaking into the art world, the problems you faced and how you overcame them. People want to learn from those who've trodden the path before them. They don't necessarily always want to learn from the person with the most academic qualifications. Life experience can be just as baluable.



These are just a few ideas, the only limit is your own imagination and who else is better placed to come up with unique and genius ideas than YOU, the creative!



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