



Completing a professional artwork sale....

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Selling your original artworks is extremely exciting and satisfying. However there is more to selling artwork than just slapping paint onto a canvas and shipping it off to a successful buyer.

Whether you are an amateur painter who only sells a few paintings a year, or a professional artist who works diligently every day, the business side of your art practice should not be ignored.

Maintaining accurate records, presenting your artworks skillfully, and providing relevant information to your buyer shows professionalism and integrity to you as an artist. These are just as important as the actual artworks and indicates that you take your work seriously. Not only will the buyer validate their purchase, but it will also increase your chances of repeat business, commission orders and word-of-mouth promotion.

You can conduct professional, cost effective and simple artwork sales by using the following art business tools:

1. Recording artwork details.

Record details of your finished artwork in a logbook or file. Include details such as artwork size, medium, support material, title, inspiration and price, and take a clear photograph of the completed artwork. Allocate and record a unique reference number to each artwork. This reference number can be written on the back of the artwork and on any other documentation.

2. Artist statement or biography.

Provide the buyer with a copy of your artist statement or biography. It could include information such as your inspiration, methods, preferred medium, genre, education, representation, exhibition history and a small photo of yourself or a representative artwork. Keep your statement brief, concise and in simple English.

3. Certificate of Authenticity.

A certificate of authenticity will give the impression of uniqueness to your artwork, and give the buyer a sense of value to their purchase. Include the artwork title, size, medium and reference number. It is important to validate the certificate by signing and dating it.

4. Artwork swing-tag.

Whether you have sold your artwork, sending it to a gallery for consignment, or loaning it to an exhibition for display, always attach a completed artwork swing-tag to the back. On one side put your contact details such as name, address, phone number, email and website. On the back record the artwork details such as title, size, medium and price. A swing-tag completed in the artists own handwriting is always preferable.

5. Sales receipt.

Provide a handwritten receipt for each artwork sale. Include on the receipt your contact details and tax number (if applicable), the buyers contact details, and the artwork title, size, medium and price. An artwork specific invoice/receipt book is ideal for this purpose and shows professionalism and validity.

By using the tools above your buyers will see you as a serious, qualified artist who takes pride in both your artwork and your art business.