

Tips on Selling your Artwork

Writing a good description of your artwork with specific details will get buyers attention and make them excited about your art. Include artists reviews, special media used, history of the creation of the piece, origin, setting or circumstance of events, highlight selling points of the piece.

A picture is worth a thousand words. Show clear, eye catching simple photos of the artwork. Include several photos including different angles that may show different sides or textures of the artwork. Mostly be creative and represent the art the best way for a buyer to see the beauty in your piece.

Provide certificates of artist authentication or receipts of purchase.

Be competitive in your pricing. Get appraisals or do research to find out what the market is selling.

Upload several pieces of your work for more buyer exposure.

Make sure your listings are up to date. Remove all sold items.

Provide accurate, clear and truthful detailed condition descriptions of artwork this will help set buyers expectations.

If you are a charity, describe in detail your organization and its purpose and how the money from the art sale will be used.

Specify return policy. Be clear to buyers whether you accept returns. If you do accept returns be specific and give details on the policy.

Package and ship your artwork with care. Create an attractive aesthetically pleasing package with protective, clean, and attractive packaging.

Tips on Packaging your Artwork

Sellers are responsible to their items until they arrive safely in the buyers hands. So it is important to package your items with care. It will make your customer happy and it will help to avoid returns or issues with damages. Make sure you use a box that has enough room for packaging material to protect your artwork. Using a box that is just slightly larger than your item will help the item from moving around in the box.

If your package is irregular in shape cover any sharp or protruding edges with corrugated cardboard pieces. Make sure shipping label is securely attached taped flat against the item do not attach with string or loosely attached labels. Use bubble wrap, raffia, peanuts, foam or paper all around the item. Before taping the box shut close and shake the box first. If the item shifts add more packing material. Seal the package securely with tape along the opening of the box and tape all seams to reinforce the box securely. Use clear or brown packaging tape, reinforced packing tape or paper tape that is at least 2 inches wide.

Properly label the package including your return address. Double check the shipping information. Document the shipping address and packaging with photos. Keep tracking information and purchase insurance on the package in the case of loss, damage or theft of the package. See the following resources for more information.

www.theupsstore.com/pack-ship/Pages/packing.aspx

www.fedex.com/downloads/shared/packagingtips/howtopack.pdf