

Think about how you refer to your art work. The manner in which you refer to your art work can work with you or against you. Your conversations with collectors are important...your choice of words creates the story and verifies the importance of your work. Each of us works as an individual and will have a story

Phrases to avoid: "I am going to my studio to play and make some new stuff.... "

Better to say I'm going to my studio to develop some new ideas for a painting or a new body of work. If you want to be taken seriously, you must project a serious and intelligent demeanor. "Playing" in the studio is important and we all do that under the guise of developing new work...the clients will not take your work seriously if you present yourself as just off on a lark.

The phrase "stuff" as it applies to your work is also demeaning and does not create the image of work someone has developed over the years, with lot of heart and soul and years of skill development.

While a piece may take only several hours, in reality it has taken you a long time to learn and to develop the skills you now are utilizing. This is not insignificant and is an important factor in how you present your work and your ability. If you do art shows avoid shows that refer to you as a vendor. Vendors sell work made by others. A working artist should be referred to as an exhibitor or an artist. You need to do shows that respect you as a professional working artist and present you as that individual. Tell those art fair promoters to drop the V word. You must submit images to show your expertise, the show should be supporting you properly.

Your art fair booth is your exhibit...or display...never refer to as your "stall" or your "table." It is a "gallery." Might be small, but none the less it tells a story. Just refer to it as your booth.

Never refer to yourself as a "crafter" but rather as a craftsperson or an artist. Avoid the phrase "artsy-fartsy" and anyone who uses it. Avoid using the phrase "artsy".

Do not use "homemade," and use the phrase "hand-made" carefully. It's better to use "hand-crafted."

As you show your work you will see a great need to educate the public about your work and the complexities that are involved. It's very important, as the general public has not had the opportunity to experience what we do. Develop a 'good elevator' story about your projects and you will see benefits.

Pricing for folks other than painters

This is specific for each media. As with any other business one needs to incorporate overhead (studio rental, advertising and marketing, professional development, and countless more) and material costs, special process costs (kilns, welding, etc.). It is best to confer with someone in your media, as so much is specific to your work whether it is clay, metal, jewelry, fiber arts or any of the many, many other specialties.

The time you spend working is critical, as is your experience. All these must be factored in to your pricing system.

-Jan Richardson