

13 Reasons

Why Your Art Doesn't Sell

(and how to change that)



By Gwenda Joyce
Art Ambassador
For Artists Who Are Going Places

Gwenda Joyce is the owner of the Art Ambassador, for artists who are going places, artists who want to support themselves financially and even thrive with their art career and do it in a way that they're still true to themselves. Something different about her is she used to own an art gallery and has sold art to all sorts of people.

180 degree turn-around in your art sales

Last week I came away from an artist's studio, a former client, with two new little paintings. Why two? Because I couldn't decide which one I wanted, so the artist encouraged me to take two home to live with, and let her know which one I want to keep. I might just keep them both!

I'm excited for myself, and I'm also excited for my artist client. Not only am I buying some new art, but I'm witnessing the huge change that my client has made. My client, Janis, came to me last year and told me last year that she needed some mentoring. Among other things that were keeping her stuck, she had a block with sales. She had literally talked someone who wanted to buy one of her paintings out of the sale! She stewed on that for weeks!

Last week, when I was in her studio, she was set up for success. We talked a lot about her art, and she made me feel so comfortable with my reactions. She was clear and open about what she was doing in each piece, and I could really connect with her work. I started to fall in love. We talked about a price, and she said I could take home two pieces and decide what I want to keep! What a turn-around! The best part about it was that Janis did this with grace and ease.



Do you often wonder why your art doesn't sell?

You spent hours making your art.

You devise new techniques that only you create. Maybe you struggle to get it right, but in the end, you're innovative and original. No one makes art like you do.

You finish each piece with exquisite care.

You organize all your thoughts into each piece.

You group pieces together so you have a body of work to show.

You find a place to exhibit your work.

You gather your friends...everybody you know.

You send out an invitation.

You put on a big show.

You are excited and exhausted.

The show opens.

The show closes.

Nothing has sold!

You know your work is good. Why didn't it sell?

What happened?

Why Didn't Your Art Sell?

There is not one single reason that your art didn't sell. There could be many different reasons. The reasons need to be broken down and dealt with one by one.

Selling art is also an art. In this report, there are 13 possible reasons that your art didn't sell. If you are wanting to sell your art, and don't, these are problems that hold you back. You art piles up in the studio, you feel demoralized and rejected, and you get thrown into an emotional roller coaster.

But if you resolve these issues, there are 13 ways for you to Thrive. Let's look at them:

1. You don't have a big enough list of people to invite people to the exhibit. You have no way of collecting and storing the names of potential clients. As far as you know, no one buys art, especially your friends, and they're the only ones who are on your list. How do you find people who might be interested in buying your art, and how do you get them on your list? If you don't have this set up for yourself, it prevents you from contacting them when you have a exhibition or an event.

2. You haven't done any advance publicity to inform new potential buyers. Without publicity, people won't know what you are up to. How do you make contact?

3. You haven't engaged social media. Social media is fun and brings people together. It can also be used as a way to get your message out to your circle of friends, and a way to build relationships with people who know them.

4. You don't know how to talk to people to get them interested in your art without feeling phony. People are constantly asking you, what kind of art do you make? Do you have an answer that gets people interested and draws them in,

or do you stutter and stumble about what to say? This is a huge opportunity lost if you don't handle it well.

5. You think that your art should sell itself. Art is very personal, and it communicates many things, both on a conscious and subconscious level. But many people don't trust their own responses, and it is helpful for them if you have a way to inform them of your main ideas. What you reveal can make the difference that can allow people to fall in love with your art.

6. You are good at "killing" a sale. Selling makes us feel like we have to convince someone to do something, and that's the worst kind of pressure to endure for both the buyer and the seller. It makes us feel anxious and nervous, and is so distracting that it takes us out of our comfort zone and we forget what we're saying and doing. There goes the sale!

7. You want to sell your art, but selling your art makes you nervous. When our nerves start to rattle, we feel unconfident in our art. That little voice in the back of our heads reminds us that we don't know what we're doing and we'd be better off getting out of there as fast as possible.

8. You feel like a fraud when you try to sell your art for money. You love making art, and you would do it even if no one ever saw it. That makes you feel uncomfortable asking people to shell over their hard-earned cash for something you would just as soon give them if they can't really afford it. Maybe you're charging too much? Where do you get off asking for money?

9. You feel like a used car salesman. You think your art is really good. But maybe it's not. Maybe the person in the studio down the hall makes better art. How can I convince someone to buy my art instead, when theirs is much better, or at least just as good.

10. You don't know where to begin. There must be some way to get started on learning how to get comfortable selling your art.



Recognizing the Need for Change

Every single one of these problems has a solution that you can put into place. But, you will have to do it! It won't happen on its own. The process requires a mindset change and some skill-building. If you have put all your efforts into making your art, and no effort into developing business and people skills, then you've only gone half-way. Time and again, you will come face-to-face with the many obstacles to making a sale, building a sustainable career, and achieving success. It will be more complicated than it needs to be without some support and guidance.

Where This Can Lead

There are some solutions I can help you achieve. I have done it with other artists and I can do it with you. It's not rocket science, and it's not going to turn you into a used car salesperson. It's going to bring you closer to what you want, and it's going to require some growth and some change. Without making some changes, you will stay in the same place as you have been.

You are more likely to be successful if you are open to new ideas. When you make your own goals, you are more likely to implement them. In order to implement them, you might need to learn some new skills. What an exciting thing this can be! It can bring great clarity about what has been holding you back in the past and bring deep understanding.

11. You haven't priced your art right.

A person comes up and really likes your art, but complains that it is too expensive and they can't afford it. They belittle you for charging so much for your art and make a lowball offer. Do you hold the line or give in?

12. You're too shy to talk about money. When you were young, you were taught that talking about money was dirty. Or better, you thought that rich people were rich because they overcharged their clients and took advantage of them. You heard that you would never get rich as an artist and you shouldn't expect to make any money from your art. All these myths play into a confused mindset you have around money and success. Where does the truth actually lie, and how do you straighten it out so you can talk about money to someone else?

13. You're not sure your art is "good enough." What is "good enough?" The question is not whether you are "good enough," it is whether anyone connects with your art enough to want to take it home. It's all about the connection.

Here's one more reason that interferes with an artist's success: *The last thing you want to do is sales. You want to make your art!* That's an attitude that insures that you won't sell anything.



6 Things

That Need to be Changed

There are 6 things that need to be changed, and you can work on them one at a time, or tackle them altogether. Whichever way you go about it, the sooner you start, the sooner things will change for you. The things that you can learn to do can happen faster if you do one or all of these things:



Change your mindset



Learn sales skills



Learn people skills



Build your list



Get some help from a mentor



Find a gallery or someone else to represent you

As you can see, it's not just one thing. Like making art, it's a process.

Bringing About

the Change that you Want

These are some of the things that will bring out the changes that you want. You want to start by creating favorable conditions for your success. There are many favorable conditions that can be set to lay the foundation for success. Where do you begin? You can choose any one of these solutions, and get started on making a change. Start with one, and then add another. Change won't happen until you do.

Keep your eye on your inbox. You will be getting regular copies of "The Thriving Artist," with tips, tools and strategies on how to step up to your art career. Take advantage of the resources and start to use the ideas. Just making a few changes can make a huge difference in the results you get. There is a link to our facebook page, too, where you can stay connected!

Thanks for joining us!

I'm Gwenda Joyce, Art Ambassador, for artists who are going places!

P.S. Take a shortcut to your success—join the happy artists who took the "Yes!" Program. You can get your own downloadable version of Level One of the ["Yes!" Program](#) and be an artist who is [Laying the Foundation for Your Success.](#)

[Level One](#) gets you started laying the foundation for success with your art career and art business. "I'm glad I spent so much time on this part," says artist Jill Ewald. "It has been so useful to me because it set me up for the success I have been getting in just a really short time. My whole life has changed on a daily and weekly basis!"



To learn how you can begin [Laying the Foundation for Success](#), get your own downloadable version of Level One. Listen to the Audio program and do the work in the Activity Book, all on your own time. It requires no cold calling or selling like a used car salesperson. Laying the Foundation for your Success sets you up for the successful art career you've always dreamed of.

Gwenda

Joyce

Art Ambassador



Art Ambassador is for artists who are going places and is dedicated to helping artists establish and expand their art careers. Gwenda Joyce is a former gallery owner and long-time member of the art world. As an agent, she helps artists find gallery representation and acts as a mentor to artists with individual and online group programs. Learn more at www.artambassador.net

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