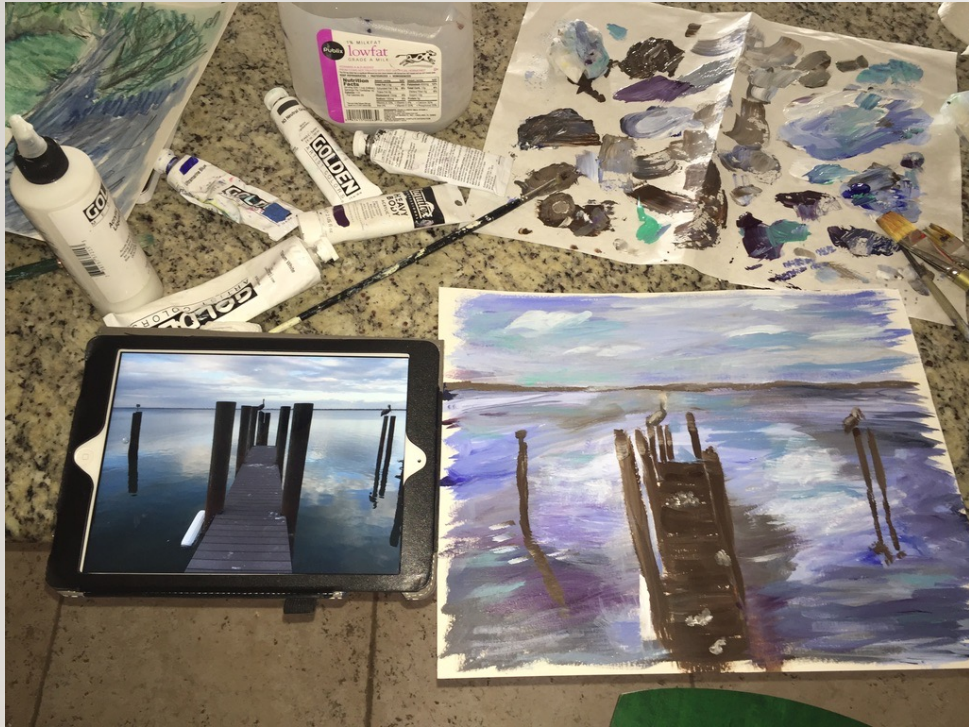


CREATIVE MARKETING VELOCITY

DEBBIE MUELLER

GWAC MARCH 25, 2024 WOLFEBORO PUBLIC LIBRARY

A BIT OF AN INTRODUCTION

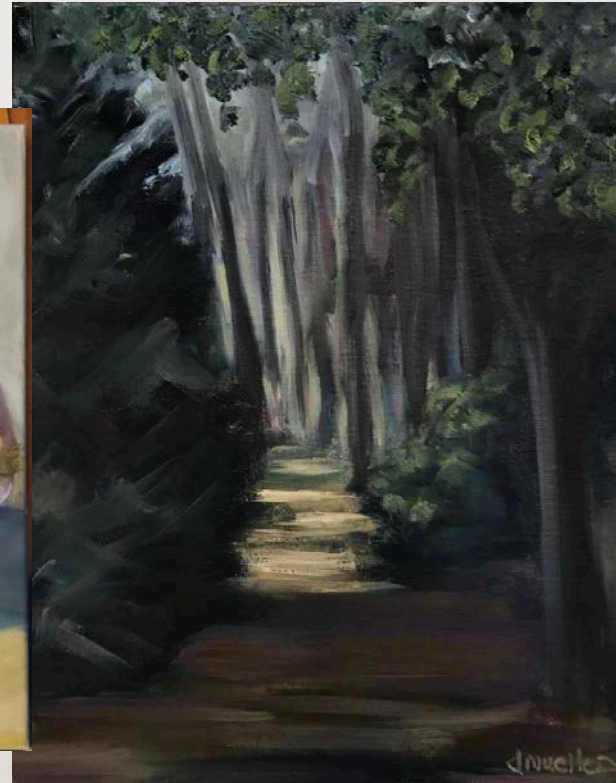


2016

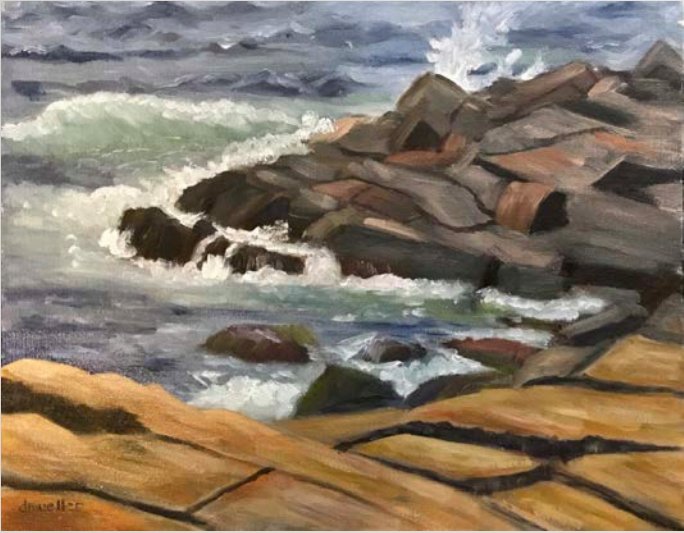


2024

LET'S TAKE SOME CLASSES!



THE TIDE CHANGES- MONHEGAN



2017



PROGRESSION, AND ACHIEVEMENT



2018 Art Guild of the Kennebunks
Best in Show



2018
Artists Magazine
Annual Art
Competition
First Place
Landscape
Student Painters

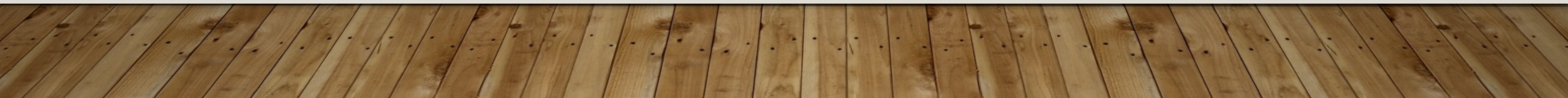
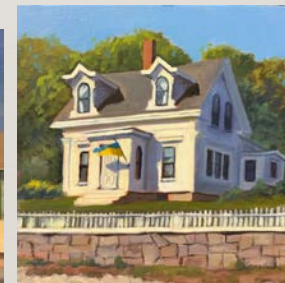


2020
Second Place
Lassonde Exhibition, NHAA

2023- WHAT A YEAR!



First Place Art2Life
Honorable Mention, American Impressionist Society
Second Place, Through Hopper's Lens Copley Society
Second Place Modern Impressionist Magazine/, feature article
OPA National Exhibition
OPA Eastern Regional Exhibition
AIS National Exhibition
NOAPS Associate On Line Exhibiion
Solo Exhibition "Eyewitness" Rockport Art Assn.
NHAA Lassonde Exhibition



GALLERY REPRESENTATION

Kennedy Gallery Portsmouth NH

Jackson Art , Jackson NH

ARTNOVA, Chatham, MA

Cortile Gallery, Provincetown, MA

Libby Sylvia ArtStyle, Wellesley, MA



WHAT DID I KNOW?



- According to the first *AMA Code of Ethics* (1847), it was “derogatory to the dignity of the profession ...to resort to public advertisements”.³ Licensed doctors took a vow not to advertise because of a collective agreement that it was ethically incompatible with patient care.

THIS IS NOT YOUR DREAM



LanceMartin

What do you need to be a successful, professional artist?

Skills

Goals

Patience

Flexibility and Resourcefulness

Professionalism

DEBBIE MUELLER THE EARLY YEARS 😊

- We all start at the beginning!
- How to get better as an artist
 - Practice, practice, practice
 - Find a teacher
 - Narrow your focus- subject, medium, style
 - Get feedback from trusted artists
 - Find your voice (or let it find you)



WHAT ARE YOUR GOALS?

- Understand what you want from your art practice
 - Sales
 - Meditative, alone time
 - Exploration and play
 - Recognition
 - Being part of a community
 - Philanthropy
 - Travel opportunities
 - Ongoing education



SETTING GOALS- SHORT TERM AND LONG TERM

- Skill development
- Gallery representation
- Sales/income
- Recognition
- Mentoring
- Community
- Workspace



STEPPING STONES

Website is a must!

Options for hosting-

DIY

FASO (My choice- adds marketing)

Square Space

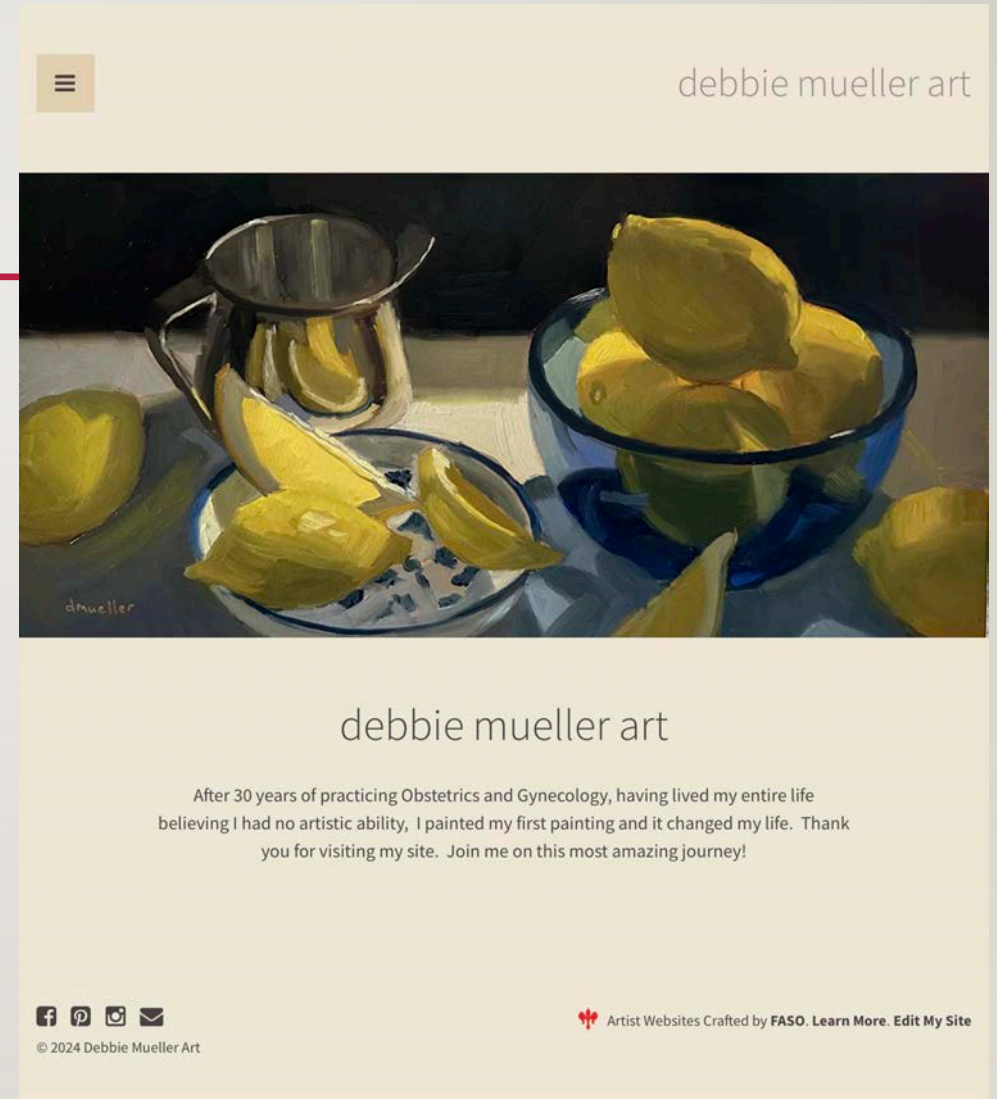
Artwork Archive

Keep it up to date.

Consider hiding/deleting sold work

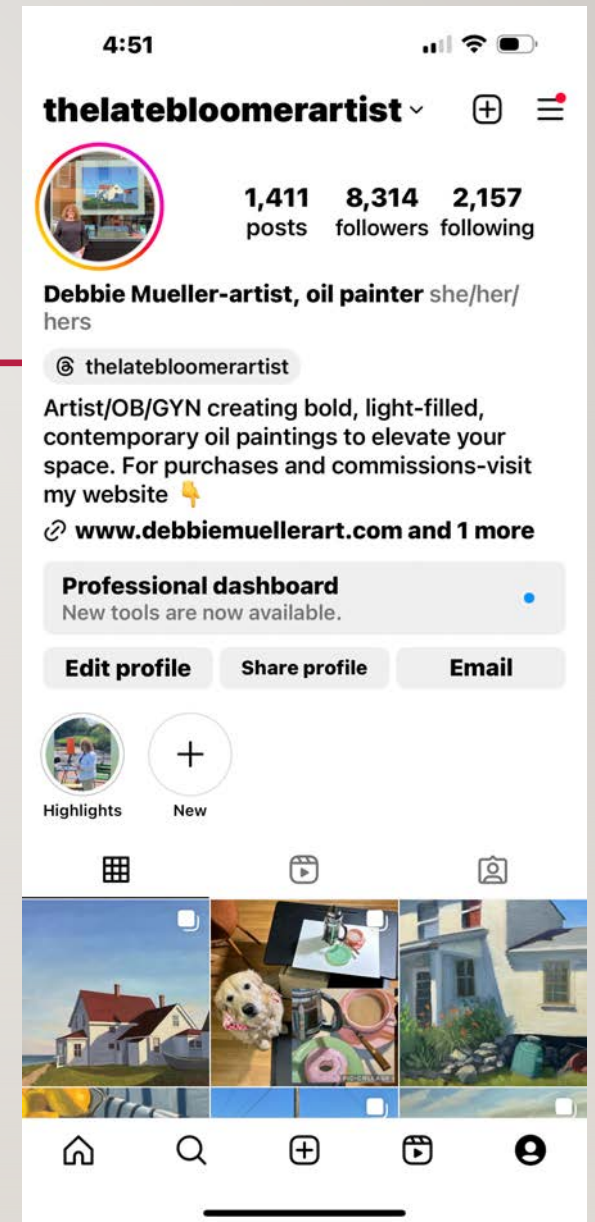
Use it as an inventory tool

Can be used for e-commerce



SOCIAL MEDIA

A necessary evil
Pick 2 or 3 (Instagram is a must, plus Facebook, Threads, Pinterest, LinkedIn, X, Snap Chat...
Engage!
Post often
Use Hash Tags where appropriate
Respond to comments
Try to keep up with the algorithms (lol)
This can be a source of inspiration and education as well as a way to attract collectors and followers



NETWORK!

- Meet other artists
- Visit galleries
- Get to know writers, musicians and other creatives
- Attend workshops
- Participate in Plein Air events



PUT YOURSELF OUT THERE!

- Enter contests (Plein Air Salon, BoldBrush, etc)
- Enter juried shows
 - On line – NOAPS, AWA, OPA, AIS
 - In Person- NOAPS, AWA, NAWA, OPA, AIS, NH Art Association, Rockport Art Assn, etc
- Join an Art Association- NH Art Assn, Rockport Art Assn, North Shore Art Assn, Newburyport Art Assn, Copley Society, etc.
- Join art organizations- OPA, NOAPS, AIS, NAWA, AWA, AWS
- Apply for residencies
- Send a newsletter out consistently



ADVERTISING

- Local- Art guides, local paper, school play playbills, regional tourist information
- Beyond Local- Magazines (think of art collectors, niche interests that align with your work, regional guides)
- Merch- Cards, Calendars, Totes

Yes.



"Tea with Sargent"
Oil on Panel
18 x 18"

Mr. Sargent is available for tea.

Debbie Mueller Art

Represented by:

Kennedy Gallery, Portsmouth NH
Cortile Gallery, Provincetown MA
ARTNOVA Gallery, Chatham, MA

www.debbiemuellerart.com
[@thelatebloomerartist](https://www.instagram.com/thelatebloomerartist)
debbiemuellerart@gmail.com

A WORD ABOUT IMPOSTER SYNDROME

- We all have it.
- Women are especially good at this.
- By labeling it, we can conquer it.
- We are our own harshest critics.



SO YOU WANT TO MAKE SOME MONEY?

- Venues for selling:
 - Website/ e-commerce
 - Newsletter
 - Social Media
 - On Line galleries- Etsy, Daily Paintworks, Saatchi
 - Craft Fairs
 - Art Fairs
 - Coffee Shops, Restaurants, Other businesses
 - Galleries



PRICING YOUR WORK

- A pain point for most
- Different systems-
 - By the square inch (may need a different multiplier at different sizes)
 - 5 dollars per square inch:
 - $6 \times 6 = \$180$
 - $10 \times 10 = \$500$
 - $36 \times 36 = \$6480$
 - (I use a smaller multiplier as the size increases)
 - By the linear inch. (a 9×12 inch painting is 42 linear inches. At \$10/inch that would be \$420)
 - By time and materials: X hours of work x \$50/hr plus the cost of materials = painting cost



GALLERIES- ARE YOU READY?

- Is your work good enough?
- Is your work consistent?
- Do you have a body of work ready to show?
- Do you have a record of sales?



GALLERIES

- It's all about relationships!
- Location
- Genre
- Price Point
- Specific Artists already represented
- Gallery preferences for taking on new artists



BE A PRO

- Communicate professionally
 - Follow through
 - Spell well!
 - Format your images as requested
- Use high quality frames
- Consistent pricing across all venues (with limited exceptions)
- Respect deadlines
- Use consistent logo, font, etc



THANK YOU!

www.debbiemuellerart.com

Instagram and Threads @thelatebloomerartist

Facebook: Late Bloomer Artist: Debbie Mueller Art

debbiemuellerart@gmail.com

