

From Studio to Sold

HOW TO ATTRACT BUYERS & SELL MORE OF YOUR WORK



How to attract buyers, make your existing art work for you, and find the free tools that make marketing simple.

CREATED BY



Empowering artists over 50 to thrive.

Welcome Letter

Hello artist,

If you're reading this, it means you're ready to share your art with the world in a bigger way. You've put in the hours creating, now it's time for your work to be seen, appreciated, and purchased.



This kit is here to help you:

- Generate new leads (future buyers, fans, and collectors).
- Leverage the art you already have sitting in your studio.
- Use free tools and find support so marketing feels doable (not overwhelming).

Your art deserves to be seen — and sold. Let's begin!

The ARTCi Team





Sections

1. How to Generate Leads to Sell Your Art
2. How to Leverage the Art Sitting in Your Studio
3. Free Tools & Support for Marketing Your Art

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Your art is more than paint and canvas — it's memory, meaning, and magic. Every piece you share plants a seed in someone's heart. At ARTCi, we believe it's never too late for your art to bloom into the world it was created to touch.

”

1: How to Generate Leads to Sell Your Art



Why leads matter:

Leads are people who've shown interest in your art — they've followed you, signed up for your emails, or spoken to you.

Collecting leads means building your own "garden" of potential buyers.

Sometimes as artists we get so close to our own work that we only see the piece itself — the sculpture, the painting, the photo — and not the many stories, feelings, and possibilities it carries. But a freebie doesn't have to be another "thing" you create from scratch. It can be a window into your process (a behind-the-scenes video, a sketch, or a photo of your hands at work), a taste of your world (a printable bookmark, wallpaper, or recipe tied to your art's theme), or even a way to invite curiosity (a short story about the inspiration behind a piece). When you step outside the frame of the artwork and look at the experience it creates, you'll see endless, creative ways to share a piece of yourself that sparks connection — and connection is what leads people to want more of your art.

3 Simple Lead-Gen Moves You Can Do This Week:

1. **Create a tiny freebie for your audience.**

- Ideas: A phone wallpaper of your art, a printable postcard, or a short “behind the scenes” video.
- Purpose: Attract people who want to experience your art in their daily lives.

2. **Start conversations where your audience is.**

- Comment thoughtfully on 5 posts per day (Instagram, Facebook groups, LinkedIn).
- Example: Instead of “Nice!” write “This reminds me of ____, thank you for sharing.”

3. **Collect contacts, even if it's just a spreadsheet.**

- Use free tools like Google Sheets or Mailchimp Free.
- Keep names, emails, and what art they liked.



Freebie Idea Brainstorm

Think of your freebie as a tiny gift that gives people a taste of your art and your story. Use the prompts below to spark your own unique idea.



1. **Behind-the-Scenes Peek**

People love to see how art comes to life.

- One thing I could show behind the scenes is:

2. **A Mini Experience of My Art**

Your art can live in someone's daily life in small, delightful ways.

- A simple format I could share (bookmark, phone wallpaper, postcard, coloring page, mini print, etc.): _____

3. **Storytelling Through My Work**

The meaning behind your art is as powerful as the art itself.

- A short story, quote, or inspiration I could share is:

4. **Connecting to Everyday Life**

Tie your art into something useful or surprising.

- An idea I have (recipe, playlist, meditation, journal prompt, craft tutorial, etc.): _____

5. **My Next Step**

Choose one idea from above to try first.

- My freebie idea I'll create this month is:

Fill in the blank: My freebie idea is:

List 3 people I could reach out to this week:

1. _____
2. _____
3. _____

10 Freebie Ideas Artists Can Borrow

If you feel stuck, steal one of these ideas and make it your own. The goal isn't to give away something big — it's to give a small taste of your art that sparks curiosity and connection.

1. Printable Bookmark with an image of your art.
2. Behind-the-Scenes Video Clip (your process, tools, or studio setup).
3. Phone or Desktop Wallpaper featuring one of your pieces.
4. Mini Coloring Page based on a sketch or line drawing.
5. "Art From the Vault" Story — share the meaning behind an unsold or older piece.
6. Exclusive Playlist of songs that inspire your art (made free on Spotify).
7. Step-by-Step Craft Tip or Technique (e.g., "how I create texture" or "my favorite brush trick").
8. Short Guided Journal Prompt inspired by your work ("Write about the last time you felt as free as this painting looks").
9. Printable Postcard your followers can mail to a friend.
10. Mini Studio Tour PDF with a few photos and captions.

Pro tip: Pick one idea that feels easy, fast, and fun — your freebie doesn't have to be perfect. It just needs to invite people into your world.

Section 2: How to Leverage the Art Sitting in Your Studio

Every piece you've created

is already speaking for you, waiting for its audience to listen.

If you have unsold art in your studio, here's how to make it work for you:

1. **Bring it back as content.**

- Post a series called "From the Vault" — share the story behind older works.
- People love hearing the meaning and journey of a piece.

2. **Offer an exclusive "Studio Sale."**

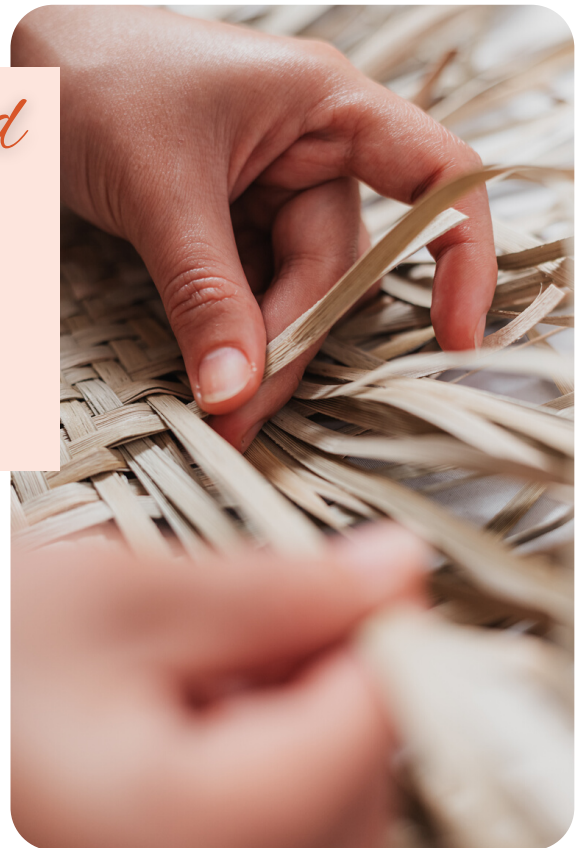
- Call it "A Collector's Secret Release" — frame it as special access, not leftovers.
- This sparks urgency and exclusivity.

3. **Repurpose into new products.**

- Turn images of your art into postcards, prints, calendars, or digital downloads.

Checklist:

- I have at least 3 pieces I can reintroduce this month.
 - I can write 1 post telling the story of an older piece.
 - I can test offering a limited "studio release."
-



Section 3: Free Tools & Support for Marketing Your Art

Marketing doesn't have to be expensive. Here are some free tools to start with:



1. **Canva (free)**: Create beautiful social posts, flyers, and more.
2. **Linktree (free version)**: Share all your links (website, shop, socials) in one place.
3. **Google Drive/Docs**: Store contacts, photos, and artist statements.
4. **Mailchimp (free tier)**: Start an email list and send simple newsletters.
5. **Facebook/Instagram Shops**: Sell your art directly where people scroll.

1-Hour Weekly Roadmap:

- 20 minutes: Reach out to potential leads.
 - 20 minutes: Share or repurpose one piece of art.
 - 20 minutes: Organize your contacts and update your list.
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Your Next Step

Your art is your legacy — and it deserves to reach the people who will treasure it. You don't have to figure it out alone.

ARTCi is here to help.

We offer:

- Artist-friendly workshops
- Done-for-you marketing services if you'd rather focus on creating
- A supportive community of creators



*With creativity and
community,*



**Book a Free Artist
Discovery Call**

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