

# A Beginners Guide to Selling Your Art Online

Plus steps I personally took to start my art business

**Congratulations on taking the first step towards selling your art online! This checklist is designed to help you navigate the process and grow your art business with confidence.**

(scroll down for the checklist and further down for a list of resources).

## Introduction

This guide is not meant to be a comprehensive manual. It's based on my own experiences and the things I researched and practiced when I was starting my career. While I don't sell much of my art anymore, I've shifted my focus to teaching online courses—both art and business-focused—because I've found that it's more scalable and fits my personality better. I love interacting with people, teaching, and inspiring others, and that has become the heart of what I do.

That said, selling art was a wonderful part of my journey, and I know many people either love or dream of selling their work. For those who are a little more introverted, this path can be perfect, too. I personally enjoyed it deeply—it was just time for me to move on to something new.

These days, I still create art for business commissions, PHD projects, books, websites, and magazines on occasion, and I create larger paintings for sale. However, I've stepped away from illustrating for non-commercial commissions (portraits etc) and selling home printed prints of my work.



There is something incredibly special about selling your art. When someone commissions you or buys your work or a print, it's a wonderful feeling. It's humbling and heart warming to know that people choose to have your art in

their homes. It's a beautiful confirmation of your creativity and hard work, especially when you're just starting out.

That said, remember that you don't need to sell your art to be an artist. As long as you enjoy creating, your art is absolutely valid. You can keep your creations for yourself, or you can share them with the world—it's entirely up to you.

Both paths are equally valid, and I'm here to support you whichever route you choose. If you do want to sell your art, go for it! This guide will help you navigate that journey. Whatever you decide, make sure it's what works best for you and brings you joy.

Polished techniques and strong foundational skills often translate to higher confidence and better sales. If you'd like structured guidance to elevate your craft, check out my courses on watercolours, sketching, or oil pastels.

**A lot of new artists start selling their art in various forms, these are some examples:**



**Digital Art Prints:** Selling digital art prints allows illustrators to offer their artwork in high-quality digital formats that can be easily reproduced and distributed to customers. These prints can feature illustrations created using digital drawing software or traditional mediums scanned and digitised for printing.

**Traditional Art Prints:** For illustrators working with traditional mediums such as watercolour, acrylics, or ink, selling prints of their original artwork is a popular option. These prints are typically produced using high-quality scanning or photography techniques to capture the details and colours of the original artwork.

**Art Postcards and Greeting Cards:** Creating art postcards and greeting cards featuring their illustrations is another way for beginner illustrators to showcase their work and reach a wider audience. These products are often sold in sets or as individual items and can be marketed for various occasions and purposes.

**Art Books and Zines:** Publishing art books, zines, or mini-comics featuring their illustrations allows illustrators to showcase their work in a curated and cohesive format. These publications can be self-published or produced in

collaboration with publishers or fellow artists, providing a tangible and collectible way for fans to engage with their art.

**Apparel and Merchandise:** Collaborating with print-on-demand platforms or partnering with manufacturers to create apparel and merchandise featuring their illustrations is a popular option for illustrators looking to expand their reach and offer unique products to their audience. This can include t-shirts, tote bags, phone cases, and more.

**Commissioned Artwork:** Offering commissioned artwork services allows illustrators to create custom illustrations tailored to the preferences and requirements of individual clients. This can include portrait illustrations, character designs, book covers, and editorial illustrations commissioned for various projects and purposes.

**Art Licensing and Collaboration:** Licensing their artwork for use in products, branding, and marketing materials is another avenue for illustrators to generate income and exposure for their work. Collaborating with brands, publishers, and businesses to create commissioned illustrations or licensed artwork can lead to opportunities for broader distribution and recognition.

Your Name:

Date:

## Make Time for Creating Art

<b>Commit to Regular Studio Time:</b>	<p>Schedule consistent hours to create, whether daily or weekly. Treat your creative practice as a priority to build a sustainable habit.</p> <p>If you struggle finding the time to create, consider joining my online community.</p> <p>In my community we paint and draw on zoom every week and it might give you the regular practice you are looking for.</p>	add notes
<b>Explore and Experiment:</b>	<p>Try new mediums, techniques, or subjects to keep your work fresh. Allow yourself the freedom to play and embrace mistakes as part of the process.</p>	add notes
<b>Stay Inspired:</b>	<p>Draw inspiration from your surroundings, personal experiences, or other artists. Keep a sketchbook to capture ideas and practice daily.</p>	add notes
<b>Build a Body of Work:</b>	<p>Focus on creating a cohesive collection that reflects your unique style. Ensure you have enough finished pieces ready for sale or exhibition.</p>	add notes
<b>Creating captivating compositions:</b>	<p>Creating captivating compositions is key to selling your work. If you're not confident in this area, one of my online</p>	add notes

	<p>courses can help sharpen your skills! Popular courses are: <i>get comfortable with Drawing Faces</i> if you want to create portraits or my <i>pet-portrait course</i> if that is the direction you want to go into.</p>	
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## 1. Set Up Your Online Presence

<p><b>Create a Website:</b></p>	<p>Choose a platform (e.g., Squarespace, Wix, Shopify). Include a professional portfolio, artist bio, and contact details.</p> <p>Set up an online store with easy navigation.</p> <p>It is worth doing a little research into what website fits you well as it is not so easy to change it.</p>	<p>add notes</p>
<p><b>Social Media Accounts:</b></p>	<p>Instagram: Focus on high-quality photos and engaging captions. Try and take your photo's in daylight!</p> <p>Facebook: Create a business page to connect with your audience.</p> <p>Pinterest: Share boards with your art and inspiration.</p>	<p>add notes</p>
<p><b>Brand Identity:</b></p>	<p>Design a logo and choose a cohesive colour palette.</p> <p>Use consistent fonts and visuals across all platforms.</p>	<p>add notes</p>

	Try not to over think this, you can always make changes to your brand later.	
<b>Find a community</b>	Selling art can sometimes feel like a solo journey, but it doesn't have to be. In my online community, you'll find artists from all over the world who share tips, ideas, and encouragement.	add notes
<b>2. Prepare Your Artwork for Sale</b>		
<b>Photos</b>	Professional Photos Use natural lighting or a lightbox. Good light makes a huge difference!  Capture multiple angles and close-up details.	add notes
<b>Product Descriptions:</b>	Mention dimensions, materials, and techniques.  Share the story behind the piece to connect with buyers.	add notes
<b>Pricing Your Work:</b>	Factor in time, materials, and overhead costs.  Research similar artists for competitive pricing.	add notes
<b>Packaging and Shipping:</b>	Invest in sturdy, eco-friendly packaging. Decide on shipping methods and calculate costs.	add notes
<b>3. Choose Your Sales Channels</b>		

<b>Art Marketplaces:</b>	Etsy, Saatchi Art, Artfinder, or Society6. see a more comprehensive list underneath. You don't need to use other platforms than your website or socials but it can help increase your reach.	add notes
<b>Social Media Sales:</b>	Enable Instagram Shopping.  Run promotions or flash sales on Facebook.  Tell people that your art is for sale!	add notes
<b>Your Website:</b>	Ensure your store is easy to use with secure payment options.	add notes
<b>4. Marketing and Promotion</b>		
<b>Email Newsletter:</b>	Collect emails via your website. Send updates, new work, and promotions.	add notes
<b>Content Marketing:</b>	Blog about your art process, techniques, and inspirations. Create videos or time-lapse clips of your work.	add notes
<b>Collaborations and Partnerships:</b>	Partner with influencers or other creatives. Offer commissions or limited-edition prints.	add notes
<b>SEO Optimisation:</b>	Use keywords in your website and social media posts.	add notes

	<p>Write descriptions that improve search visibility.</p> <p>SEO can really make a world of difference and it's worth spending some time on!</p>	
<b>5. Engage with Your Audience</b>		
<b>Respond to Comments:</b>	Answer questions promptly and thank buyers.	add notes
<b>Host Online Events:</b>	Organise live painting sessions or Q&A events. Share behind-the-scenes glimpses of your creative process.	add notes
<b>Gather Testimonials:</b>	Ask buyers to leave reviews or share photos of your art in their space.	add notes
<b>6. Track Your Success</b>		
<b>Analytics:</b>	Monitor website traffic and social media engagement. Use tools like Google Analytics or Instagram Insights.	add notes
<b>Sales Records:</b>	Keep track of expenses, income, and profits. Regularly review and adjust your pricing and marketing strategies.	add notes
<b>Stay Inspired and Keep Learning</b>	Take online courses to improve your art and marketing skills. Join artist communities to exchange tips and advice.	add notes



	Celebrate your milestones and enjoy the journey!	
<b>7. Printing Art at Home</b>		
<b>Printer Selection:</b>	Invest in a high-quality art printer, such as an inkjet printer with pigment-based inks. Check for printers designed specifically for art and photography.	add notes
<b>Paper and Materials:</b>	Use archival-quality paper to ensure durability and vibrant colours. Experiment with different textures like matte, glossy, or canvas paper.	add notes
<b>Calibration and Settings:</b>	Calibrate your monitor to ensure accurate colour matching. Select the correct print settings for paper type and image resolution (most papers give recommendations)	add notes
<b>Finishing Touches:</b>	Allow prints to dry completely before handling. Protect your prints with a fixative spray or store them in protective sleeves.	add notes
<b>Test and Adjust:</b>	Print a test copy to check colours and alignment. Adjust settings as needed to achieve the best results.	add notes

**You've got this!** Selling art online is a rewarding journey, and with consistent effort, you'll build a thriving business. Keep this checklist handy as your guide, and remember to enjoy every step of the process.

Ready to take the next step in your art journey? Visit my website to explore beginner-friendly courses that will help you refine your skills and build confidence.



## MAKINGS AND MUSINGS CREATIVE COMMUNITY

### Steps I took when I started

When I first started my art business in 2019, I made creating art my top priority. I woke up early, sometimes as early as 5 a.m., to paint before heading to my day job. Along with painting, I focused on developing my business plan and worked hard to shift my career.

I quickly realised that if I wanted change, I had to take action myself—no one was going to do it for me. So, I began creating art every day in different mediums, from charcoal drawings to watercolours.

I also started teaching art classes and shared my journey with everyone who would listen. I told my family, friends, and neighbours that I was now an artist. I printed flyers for my first workshops and went door-to-door to businesses across London to share them.

I listed my classes on every online marketplace I could find and attended networking events, distributing business cards and flyers. Before long, people started approaching me for commissions, book illustrations, and portraits. I found that embracing the discomfort of putting myself out there, even if it felt a little awkward or made me worry about being judged, was key.

The truth is, people are more focused on their own lives than we realise, and most admire those who go after their dreams. It may take time to turn your art into a full-time career, but every step forward brings you closer to your goal. That's the mindset I had, and it's what kept me moving forward.

Here's a breakdown of the steps I took to get my art business off the ground, along with some tips for anyone wanting to do the same:

- **Create Art Every Day:** Make your art a priority, no matter what. Set aside time each day to practice, experiment, and improve your skills. This will help build your portfolio and confidence.
- **Start Sharing Your Art:** Don't be shy—let people know you're an artist! Share your work on social media, tell your friends, family, and neighbours about it. The more you share, the more exposure you get.
- **Host Workshops and Classes:** Start teaching others what you know. It's a great way to connect with people and generate income. You can begin with small local classes or workshops.
- **Create Flyers and Marketing Materials:** Print flyers, business cards, and posters for your classes or artwork. Take them to local businesses, offices, and community spaces to spread the word.
- **List Your Work Online:** Use every available online platform to list your art and services. There are countless online marketplaces and websites where you can sell or promote your work.
- **Attend Networking Events:** Get involved in local or online networking events where you can meet other artists and potential clients. Share your business cards, flyers, and talk about your art.
- **Embrace Discomfort and Rejection:** Understand that putting yourself out there can feel awkward or even scary, but don't let fear hold you back. The more you expose yourself and your art to others, the more you will grow.
- **Accept Slow Progress:** Building a successful art business takes time. Be patient and persistent, and every small step will get you closer to your goal.

By following these steps, you can start building your art business, just as I did. Stay consistent, believe in your work, and don't be afraid to take risks.

## List of Marketplaces

This is a list of places you can look at when you want to start selling your art. I am sure the list is not complete as there are new market places popping up every day but it's a good place to start!

### **Etsy:**

Description: Etsy is a popular online marketplace known for handmade and vintage items, including art and crafts.

Standing Out: Optimize your product listings with high-quality images, detailed descriptions, and relevant tags. Build a cohesive brand identity and engage with customers through excellent customer service and timely communication.

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### **Society6:**

Description: Society6 is a print-on-demand platform that allows artists to sell their artwork on various products like art prints, home decor, apparel, and accessories.

Standing Out: Experiment with different product types and designs to appeal to a broader audience. Promote your artwork through social media, collaborations, and Society6's artist features and promotions.

### **Redbubble:**

Description: Redbubble is another print-on-demand platform offering a wide range of products featuring artists' designs, from clothing to stickers and home decor.

Standing Out: Regularly update your portfolio with new designs and products. Take advantage of Redbubble's community features, such as groups and challenges, to connect with other artists and gain exposure.

### **Fine Art America:**

Description: Fine Art America is a leading online marketplace for buying and selling fine art prints, featuring a diverse range of artists and styles.

Standing Out: Showcase your artwork in high resolution and offer a variety of print options, including framed prints and canvas prints. Participate in FAA's contests and events to gain visibility and recognition within the art community.

**ArtPal:**

Description: ArtPal is a free online gallery where artists can sell original artwork, prints, and digital downloads directly to buyers.

Standing Out: Optimize your artist profile with a bio, portfolio, and contact information. Offer affordable pricing and shipping options to attract buyers, and actively promote your artwork through social media and online networks.

**Artfinder:**

Description: Artfinder is an online marketplace connecting artists with collectors, offering a curated selection of original artwork across various mediums and styles.

Standing Out: Build a strong artist profile with a compelling biography, artist statement, and portfolio showcasing your best work. Engage with Artfinder's community of buyers and fellow artists through comments, likes, and shares.

**Saatchi Art:**

Description: Saatchi Art is a prestigious online gallery featuring a curated selection of contemporary art from emerging and established artists worldwide.

Standing Out: Submit your artwork for consideration by Saatchi Art's curators to increase your chances of being featured in curated collections and exhibitions. Offer limited edition prints and exclusive artworks to attract collectors.

**Threadless Artist Shops:**

Description: Threadless Artist Shops allow artists to create their own online stores and sell custom-designed merchandise, including apparel, accessories, and home goods.

Standing Out: Create unique and eye-catching designs that resonate with your target audience. Leverage Threadless' marketing tools and resources to promote your shop and drive traffic to your products.

**Zazzle:**

Description: Zazzle is a print-on-demand marketplace offering customisable products like clothing, accessories, and home decor, featuring designs from independent artists.

Standing Out: Experiment with niche markets and trending topics to create designs that stand out. Take advantage of Zazzle's customisation options to offer personalised products and cater to specific customer preferences.

**Spoonflower:**

Description: Spoonflower is a print-on-demand platform specialising in custom fabric, wallpaper, and home decor featuring designs from independent artists.

Standing Out: Develop a signature style and offer a range of designs that appeal to different tastes and preferences. Participate in Spoonflower's design challenges and community events to gain exposure and build your brand.

**Big Cartel:**

Description: Big Cartel is an e-commerce platform that allows artists to set up their own online stores and sell handmade goods and artwork.

Standing Out: Customise your store's design and layout to reflect your brand identity. Offer exclusive products and limited edition releases to create a sense of urgency and drive sales.

**Gumroad:**

Description: Gumroad is a platform that enables creators to sell digital products like art prints, ebooks, and tutorials directly to their audience.

Standing Out: Provide valuable content and resources that resonate with your audience and showcase your expertise as an artist. Engage with your customers through email newsletters, social media, and community forums.

**Inprnt:**

Description: Inprnt is an online gallery specialising in high-quality art prints from independent artists, featuring a curated selection of prints across various genres and styles.

Standing Out: Submit your artwork for consideration to be featured in Inprnt's curated collections and artist spotlights. Focus on producing high-quality prints

and offering exceptional customer service to build trust and loyalty with buyers.

### ArtStation Marketplace:

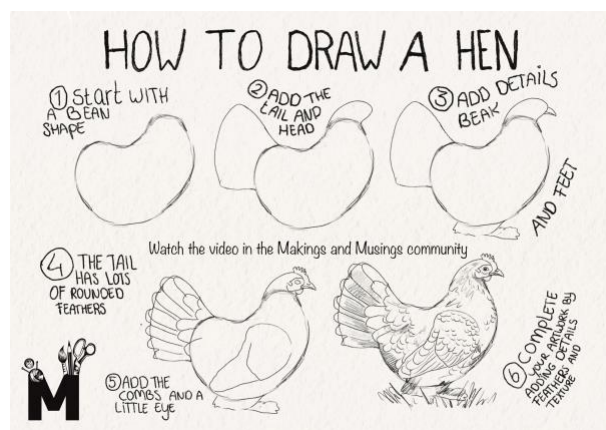
Description: ArtStation Marketplace is a platform where artists can sell digital assets, including 3D models, textures, brushes, and tutorials, to fellow artists and creators.

Standing Out: Create and sell unique and high-quality digital assets that cater to specific niches and industries. Collaborate with other artists and creators to cross-promote your products and expand your reach.

### Creative Market:

Description: Creative Market is a marketplace for digital design assets, including fonts, graphics, templates, and stock photos, catering to designers, artists, and creative professionals.

Standing Out: Offer original and versatile design assets that meet the needs of your target audience. Provide previews and demonstrations of your products to showcase their quality and functionality.



If you enjoyed this, you'll love the full course!

## Conclusion

Selling your art online can be a truly rewarding experience, and I hope this guide has inspired you to take those first steps with confidence. Whether you're just starting out or already on your way, remember that building a creative business is a journey, not a race. It takes time, effort, and patience, but every small step brings you closer to your goals.

My own journey into the art world wasn't straightforward. For nine years, I worked in law and finance. It was meaningful work, but I always felt like something was missing. I had loved art since I was a child, and after years of sketching on the side, I decided to take the leap and pursue art full-time. It wasn't an easy decision—I had to navigate self-doubt, learn entirely new skills, and build a career from scratch. But following this creative path has been one of the most fulfilling choices I've ever made.

Over time, I discovered that my true passion wasn't just creating art, but also teaching others to discover their creative potential. That's why I've moved my focus to teaching online art courses and building a global community for creatives.

I've had the privilege of helping thousands of people develop their skills and confidence, and I love seeing how their creativity blossoms.

If you're considering selling your art or just want to explore your creative side further, I'd love to be part of your journey. Whether you join one of my online courses, explore my free resources, or become a member of my community, there's a space here for you to grow as an artist.





## Here's how you can stay connected with me:

**Website:** [www.makingsandmusings.com](http://www.makingsandmusings.com)

**Facebook:** Makings and Musings

**Instagram:** @makingsandmusings

**YouTube:** Makings and Musings

Thank you for downloading this guide and for letting me be a part of your creative journey. Remember, you don't need to sell your art to be an artist—creating is enough.



But if selling is something you want to explore, know that it's possible to build a business that reflects your unique style and passion. You've got this, and I can't wait to see where your art takes you!

Warm wishes,  
Irene Ruby  
Makings and Musings