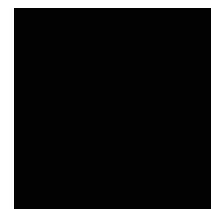


# How to sell your work



Understanding how to sell your work is pivotal to freelancing and running a business. Find out here about the where, what and hows of selling your work.

# Where to sell your work

- **Online shops:** Often people choose to begin selling their work through an online gallery or store. You should read the full terms and conditions before signing up, and ensure you understand their commission rates. Alternatively, several online website builders, like Squarespace and Shopify, make it easy for you to build a website that can take sales.
- **Trade shows:** These provide an opportunity to showcase your work to a range of potential buyers. They can be costly, but many do have small business incentives which reduce costs. Fashion United has a Calendar schedule and Trade Fare Dates document, giving information about a range of international trade shows. There are also sector specific trade shows you can research. UAL also take part in Top Draw, a retail focused trade show, you can apply to.
- **Selling to wholesale:** Retail buyers normally want to see evidence of a product's success before ordering. It is important to show you have an interest in your designs and they are selling.
- **Social Media:** Using social media is the best way to connect directly with your customer. You will need to show you have an engaged audience to attract further buyers.

## What can you sell?

### Can I sell a performance?

Performance art is temporary. It is difficult for students sell a performance or recreation, unless within a gallery or event setting. If you choose to do this, seek legal advice and ensure you have Public Liability Insurance to run a performance in a public space.

### Can I sell a film or digital artwork?

You can sell digital artwork as a download, but make sure you have an Artist Licensing Agreement in place. This explains that you are giving the buyer the right to use your artwork in the manner intended in the listing. You do not give them the right to reproduce it or use it in any other way. Artist or film or moving image artwork usually overcome the reproducibility by making their work limited edition. This allows you to only sell the limited editions to collectors. This case study from Artquest provides some helpful guidance.

## Pricing your work

When pricing your work, consider your material costs, your time and your annual overheads. For example, any studio rent, insurance, marketing, admin, packaging, and postage costs. When you are starting out, do not expect to charge as much as well-known artists and designers. However, it is important not to under-sell



Tea Galastri: Jewellery Photoshoot, BA Fashion Management © Ben Turner

yourself. For further information, such as invoicing and tools for receipts, read [How to get paid](#).

## Framing

If your work is available framed or unframed, provide both prices. It is good practice to frame your work with a professional framer, to ensure it protects the piece. If the buyer is framing the work themselves, you can offer some guidelines. For example, black frame 1cm facing 2cm depth, floated or window mount.

## Documenting your sale

If you make a sale with a buyer, you must generate an invoice that clearly details what they purchased, how much they paid, whether there was a discount, and the terms of the sale. In your invoice, include a copyright section or a statement of rights. Always give your invoice a number for reference later, for example 1/2020.

## Editions

If you work in a medium that can be duplicated, such as photography, digital or print work, then learning how to edition and price your work is a useful way to sell. An edition is several prints struck from one plate or negative. A limited edition is a fixed number of pieces produced on the understanding that no further copies will be produced later. These are signed and numbered by the artist to show the unique number of that impression and the total edition size. Ensure you keep a record of where your work is sold, and which Edition Number each buyer has purchased. Artquest's Guide to editions provides some useful tips.

## Artist Proofs (APs)

Where relevant, it is recommended to keep two Artist Proofs - one as your original and one for lending out to exhibitions. You do not need to declare these proofs when you sell your work. If you choose, you can also sell one of these proofs in the future.



Ziewei Qu, Fashion Outfit Modelling, BA Fashion Design Technology: Menswear © Ben Turner





## Certificate of Authenticity

When selling your work, you may include a Certificate of Authenticity (COA). This proves your work is genuine and helps to prevent counterfeit. Your COA should include your name, title of the work, year of completion, dimensions, medium, edition number (if applicable), any special installation instructions and a statement of authenticity. This is a short, one - two sentence statement declaring the authenticity of your work, stating that your work is copyrighted.

## Shipping your work

There are many shipping companies available to help transport your work. Artquest's List of recommended shippers is a good place to start. Pack your work carefully before shipping to ensure it arrives with the buyer in good condition. You might also wish to include an artist statement or a business card in the package, to let the buyer know how to follow your work in the future. Ensure you track your shipment, by requesting a tracking code.

### Packing 2D work:

You may wish to wrap your work in glassine first (water/grease resistant paper), and then bubble wrap. Place the surface of your work against the smooth side of the bubble wrap and secure it with packing tape. If using a cardboard box, be sure to tape up all sides of the box to keep it secure. If you frame your artwork, protect the corners with extra foam or cardboard. Prints can also be rolled and packaged within a tube. Clearly label your package with the address.

### Packing 3D work:

Wrap your piece in bubble wrap and secure it with tape. If the surface of the work is delicate, use acid-free artist tape to protect it from tape residue. Your shipping



box should be several inches larger than your work on all sides. Fill the bottom of the box with several inches of packing material, such as tightly packed shredded paper. Place the work inside the prepared box and carefully fill all empty spaces in the box with packing material. Tape the top and ensure your package is clearly labelled with the address. Include guidelines on how you want your work to be displayed.

## Artwork information

If selling your work on a third-party website, you must input caption information for your piece, such as the size, title and medium. Make sure you input this information accurately. For 4D or XD work, which does not have a set size, enter the duration of the piece in hours, minutes, and seconds. If your works are untitled, you may wish to number them. If you are selling editions, always include the Edition Number, e.g. 1/5 or 1/20.

## Commissions

Some viewers may want to commission you for a specific work. Only accept commissions you feel confident completing, start to finish. Be clear and ensure you understand what your client is expecting. Write down the commission terms and take a non-refundable deposit payment before you begin any work. While it is possible to change the terms of the commission, your written agreement should clarify that any changes could result in extra charges. If the your work is owned by someone else due to a sale, then you will need to negotiate its inclusion in future exhibitions with the buyer. You can include this in your sale documents.



# Useful Links

- [Artquest: Basics of selling your work](#)
- [Top tips for photography, video, and audio best practice](#)
- [Artquest: Guide to commissioning an artist](#)
- [Patricia van den Akker, The Design Trust: Guide on costing and pricing your work](#)
- [Saatchi Art](#)
- [Artfinder](#)
- [Degree Art](#)
- [RiseArt](#)
- [Etsy](#)
- [deviantART](#)
- [Artsy](#)
- [Society6](#)
- [New Blood Art](#)
- [AucArt](#)
- [Depop](#)
- [Crafts Council](#)



Work by Ella d'Aguilar, BA Fashion Styling and Production © UAL