

# MARKETING YOUR ART THE RIGHT WAY

Selling Art, Not Selling Out

## Finding Your Audience Checklist Worksheet

If you've been trying to market your art to large audience and haven't been seeing results, it might time for a change. Here are some things you need do to get started:

**Find at least three to five specific audiences that love your work already** (ex: teenage nerds, new mothers, brides to be, etc.)

**Find at least three to five places your fans hang out** (ex: Reddit, mommy blogs, The Knot, etc.)

**Decide what makes you unique as an artist**(ex: Someone who repurposes old wedding dresses and gives them a modern look)

**Write what your thoughts were when working on your latest art work. Share it, and get a response** (If you don't feel confident in a blog, share it with your friends, family, and customer on Facebook or another platform)

**Find a few artists you admire and write down what you think they are doing right** (This will give you ideas on what you can do later)

**Have fun!** (Creating and sharing your artwork should be fun.)

If you would like to share your results with me, shoot me an e-mail at [kevin@chungdesigns.com](mailto:kevin@chungdesigns.com)