

BEE BETTER DAILY

Sell Your Art Online: Starter Guide

*Pricing, photography and shop setup for artists
new to online sales*

beebetterdaily.com



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Sell Your Art Online: Starter Guide

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INTRODUCTION

Making art and selling art are different skills. This guide covers the practical parts of opening an online shop: what to sell, how to price it, how to photograph it, where to list it, how to ship it and how to find your first customers. It assumes you already make work you are proud of and that you are new to selling it. Each chapter ends with action steps, and the last chapter turns everything into a 30-day plan. Read it with a notebook, and expect to revisit the pricing and photography chapters as your shop grows.

HOW TO USE THIS BOOK

Get the most from it

Read one chapter at a time, and stop to do the action steps before moving on. Each chapter begins with what you will learn and ends with key takeaways and a short list of actions. Worksheets are meant to be written on: print the pages, or type your answers into a separate document.

You do not have to read in order. If you already know the basics, jump to the chapter that matches your next decision. Examples are illustrative and use made-up numbers and businesses, so adapt them to your own situation.

Treat the book as a working document. Highlight, annotate and come back to it when you are about to make the next decision.

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CHAPTER

01

Decide what you will sell

IN THIS CHAPTER

- The main product formats open to artists
- How to choose a starting mix
- How to avoid spreading yourself too thin

Start by choosing the formats you will offer. You can add more later, but a small focused shop launches faster and looks more confident.

Format	Good for	Trade-offs
Originals	Higher prices, collectors	One sale per piece, shipping and fragility
Prints	Lower price, repeat sales	Printing cost, inventory, packaging
Digital downloads	No shipping, instant delivery	Easy to share, so licensing terms matter
Licensed products (cards, mugs)	Wider audience	Minimums or print-on-demand fees
Commissions	Custom work, loyal clients	Time-intensive, needs clear scope

A common starting mix is originals for your best work, prints for everything else and one digital product for customers who want something immediately.

Think in tiers

Customers buy at different price points. A simple structure has three tiers: an entry item such as a card or small print, a core item such as a standard print, and a premium item such as an original or a framed piece. Tiers let a visitor find something at their budget,

and they let you earn more from customers who want more.

EXAMPLE: A STARTER CATALOG

A watercolor artist launches with eight pieces. Tier 1: six greeting cards at a low price. Tier 2: three giclee prints at a mid price. Tier 3: two original paintings at a high price. She adds a digital download pack after her first month. The shop looks complete, and each visitor sees something they can afford.

START SMALL

Launch with 8 to 12 listings in one consistent style. A tight collection sells better than a scattered one.

KEY TAKEAWAYS

- Choose a few formats, not all of them
- Use three price tiers
- A small consistent shop beats a big scattered one

ACTION STEPS

- [] Choose your formats
- [] Sketch your three tiers
- [] Pick the 8 to 12 pieces you will launch with