

The Art-Selling Starter Kit — Step-by-Step Build guide

1) Title, Price & One-Line Promise

- **Title:** *The Art Selling Starter Kit*
 - **Price:** \$27 (digital download)
 - **Promise Line:** “Everything you need to sell more art at shows, markets and pop-ups — setup, pricing, pitch, close, and follow-up.”
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2) Front Matter (what to include on page 1)

- Short intro (1 paragraph): who you are, quick credibility line (“36+ years in sales” / “artist & sales coach”), what they’ll get.
 - Table of contents (module headings).
 - Callout box: “How to use this guide” — read, print worksheet, practice pitch, go sell.
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3) One-page Booth Setup (visual + checklist)

- **Top of page:** Booth layout diagram (text version):
 - Back wall/stand for vertical pieces
 - Center table with cloth, small standing display to right, hero piece center front
 - Left: checkout/payment + add-ons (prints, postcards)
 - **Checklist:** tablecloth, risers, vertical hanging system, lighting, price tags, clear signage for price ranges, business cards, QR code, card reader, bags, tape, scissors.
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4) Pricing Mini-System (easy formula + tiers)

- **Formula:** $\text{Base} = (\text{Hours} \times \$25) + \text{Materials}$
- **Experience premium:** add 10–40% based on demand/portfolio.
- **Simple tiers:**
 - Impulse / Prints: \$10–\$35
 - Mid: \$75–\$300

- Premium / Originals: \$400+
 - **Practical rule:** Always display 3 tiers at a glance and include at least 2 impulse items under \$30.
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5) Three-Line Artist Pitch (copyable + short rehearsal)

- **Structure:** [Who you are] + [What you make] + [Why it matters]
 - **Template:** “I’m David Bornancin — I create bold acrylics that bring energy into rooms. People buy them because they change a space from flat to alive.”
 - **Practice:** Say it until it’s 12–20 seconds. Include a smile and eye contact.
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6) Conversation Starters & Soft Opens

- **Soft open examples:**
 - “Welcome — anything catching your eye?”
 - “Are you collecting for a space or just browsing?”
 - “If you show me a photo of the room, I’ll tell you which piece will work best.”
 - **Goal:** 30–60 second rapport, not a hard pitch.
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7) Closing Lines that Work (3 options)

- **Confirmation close:** “Would you like me to set this aside?”
 - **Assurance close:** “I’ll wrap it carefully for travel — would you like me to wrap it now?”
 - **Choice close:** “Do you prefer the print or the original?”
 - **Note:** Use the one that matches the buyer’s vibe.
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8) Objection Scripts (3 common ones)

- **“Too expensive.”** → “This is an original — you’re buying a one-of-a-kind piece that holds value. I also have prints if you want a similar look for less.”
 - **“I’ll think about it.”** → “Totally. Want me to hold it for 20–24 hours so you don’t miss it?”
 - **“Not sure it fits.”** → “Show me a photo on your phone and I’ll mock it up in 30 seconds.”
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9) Upsell & Add-On Ideas (maximize order value)

- Bundle sets of 3 small prints at a discount.
 - Offer simple framing for an added fee.
 - Signed certificate of authenticity + free care card for originals.
 - Limited edition numbered prints (small runs).
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10) After-Sale Flow (build repeat buyers)

- **Hand over:** business card + care instructions + certificate.
 - **Offer:** 10% off next purchase or free shipping on first online order (collect email).
 - **Immediate follow-up email template:**
 - Subject: Thanks — your [title] is on its way!
 - Body: Hi [Name], thank you for buying “[Title]” today at [Event]. Care tips attached. If you want a mockup in your space, reply with a photo — I’ll help. Enjoy the piece — David.
 - **Add to list:** Add buyer to a segmented mailing list for collectors/first-time buyers.
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11) Payment & Delivery Basics

- Accept cards: Square/Stripe reader + Cash as backup.
 - Offer QR link to buy prints or pay later (digital invoice).
 - If you hold items, set a hold time (e.g., 24 hours) and note phone/email.
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12) Simple Marketing Blurb for the Product Page

- **Headline:** Sell More Art in Person — Starter Kit by David Bornancin
 - **Bullets:** Booth setup checklist, pricing formula, 3-line pitch, objection scripts, upsell ideas, follow-up templates.
 - **Call to action:** “Instant download — ready to use at your next show.”
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13) What to Include in the Download (page by page)

1. Cover (title, subtitle, byline)

2. One-line promise + short bio
 3. Booth setup + checklist (1 page)
 4. Pricing formula + tier examples (1 page)
 5. Pitch + conversation starters (1 page)
 6. Closing lines + objection scripts (1 page)
 7. Upsells + add-ons (half page)
 8. After-sale template + follow-up email (half page)
 9. Survival kit checklist (half page)
 10. 1-page quick checklist to print and carry
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14) Legal / Terms (short)

- License: “For personal & commercial use by buyer. Do not resell this guide.”
 - Refund policy example: 7-day refund if unsatisfied — no questions asked. (Optional.)
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15) Ready-to-copy Snippets (use as is)

- **Product Description (for Wix):**
“The Art Selling Starter Kit — a compact, actionable PDF by David Bornancin. Practical setup checklists, a pricing formula you can use at the show, a 3-line pitch, proven closing lines, objection scripts, and email templates. Sell smarter, not louder. Instant download.”
 - **Email Follow-up (after purchase):**
See section 10 above (copy/paste).
 - **Social Promo Post (short):**
“Heading to a market this weekend? Grab the Art Selling Starter Kit — the one-page system I use to sell more, fast. Instant download \$27.”
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16) Design & Delivery Suggestions

- Keep it visual: one checklist per page, big headers, bold callouts.
- File formats: PDF only (easy). Name file `Art-Selling-Starter-Kit_David-Bornancin.pdf`.
- Add a cover image (simple — photo of your booth or hero piece + title).
- Delivery: upload to Wix as a digital product and set automatic download after purchase.

17) Quick Wix Setup (copyable steps)

1. Dashboard → Store Products → Add Product → Digital File.
 2. Upload the PDF, add title, price \$27, and paste product description.
 3. Set images: cover thumbnail + preview page.
 4. Publish. Test checkout and automatic download link.
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18) Launch Checklist (to get first sales)

- 1 launch email to your list + 3-4 social posts in 7 days.
 - Quick promo: offer first 20 buyers a free 10% coupon on next purchase.
 - Bring printed one-page flyers to your next show with QR to buy later.
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19) Sample 1-Page Quick Checklist (copy into final page)

- Clean booth / vertical display / hero piece 
 - Price tiers visible 
 - 3-line pitch printed on card 
 - Card reader charged 
 - Business cards + QR for email capture 
 - Add-ons displayed 
 - Follow-up email template ready 
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20) Next small tasks I can do for you (pick any)

- Turn this into a printable, styled PDF (cover + inside pages).
- Create a 1-page printable booth card with your 3-line pitch and closing lines.
- Write the Wix product listing + preview text and thumbnail image suggestions.