

Top 10 Things NOT to Do When Starting an Art Business

1. Don't Price Your Art Too Low

- Cheap prices attract bargain hunters, not collectors.
- Price for value, not desperation.

2. Don't Wait Until You're "Good Enough"

- Perfection kills momentum.
- Your business grows as your skills grow.

3. Don't Copy Other Artists

- Inspiration is fine.
- Building someone else's brand isn't.

4. Don't Ignore Marketing

- The best artwork in the world won't sell if nobody knows it exists.
- Marketing is part of being a professional artist.

5. Don't Try to Sell to Everyone

- Find your ideal collector.
- A niche builds loyal fans.

6. Don't Depend on One Platform

- Instagram, Facebook, TikTok, YouTube—they can change overnight.
- Build an email list and your own website.

7. Don't Skip Art Shows and Networking

- Relationships often create more opportunities than social media.
- People buy from artists they know.

8. Don't Spend Money on Everything

- Fancy equipment won't make you successful.
- Invest in things that actually increase sales.

9. Don't Quit Too Soon

- Most art businesses fail because artists stop.
- Success usually comes after consistency.

10. Don't Treat It Like a Hobby

- Keep records.
- Track expenses.
- Set goals.
- Think like both an artist and an entrepreneur.

- "Building an art business isn't about avoiding every mistake. It's about avoiding the mistakes that cost you years."
- "I see artists making the same ten mistakes over and over again...and some of these mistakes cost people thousands of dollars and years of frustration. If you're serious about making money with your art, don't make these mistakes."