



# STARTING AN ART BUSINESS: THE FIRST 3 STEPS

JANUARY 2025



THREE SIMPLE STEPS TO  
HELP YOU TAKE ACTION  
WITHOUT OVERWHELM.

LET'S GET STARTED!





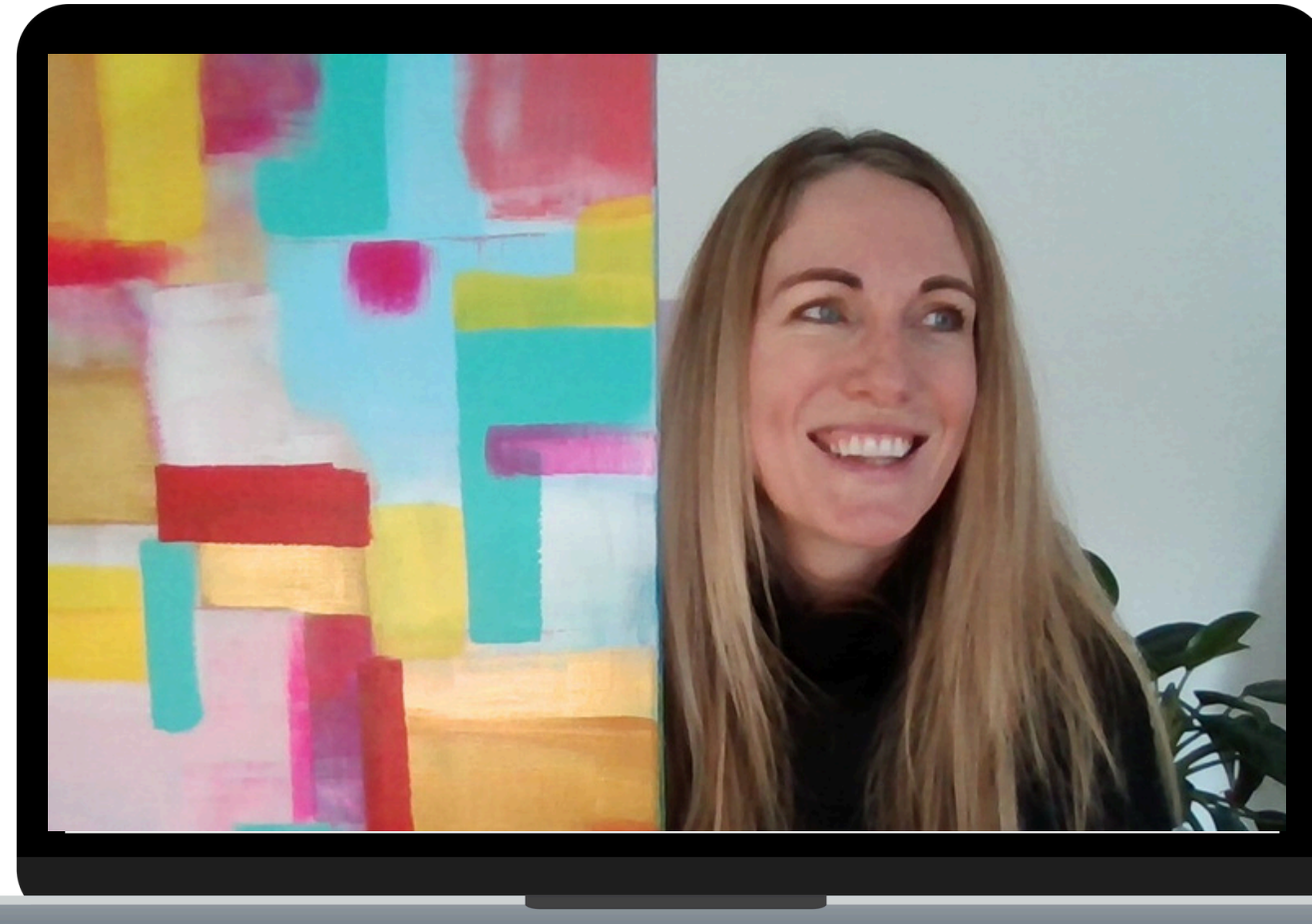
# STEP 1. DEFINE YOUR ARTISTIC IDENTITY & AUDIENCE



**Before you start selling, you need clarity on what you create and who it's for?**

- ✦ What's your artistic style? (e.g., abstract, realism, digital art, patterns, home décor)
- ✦ Who is your ideal customer? (Are they homeowners, collectors, gift buyers, interior designers?)
- ✦ What problem does your art solve? (Does it bring joy, inspire, decorate, or make a statement?)
- ✦ What makes your art unique? (Your personal story, techniques, subject matter, or materials?)
- ✦ Write down a simple sentence about your art and who it's for. Example:  
"I create modern abstract paintings that bring warmth and happiness to minimalist homes."

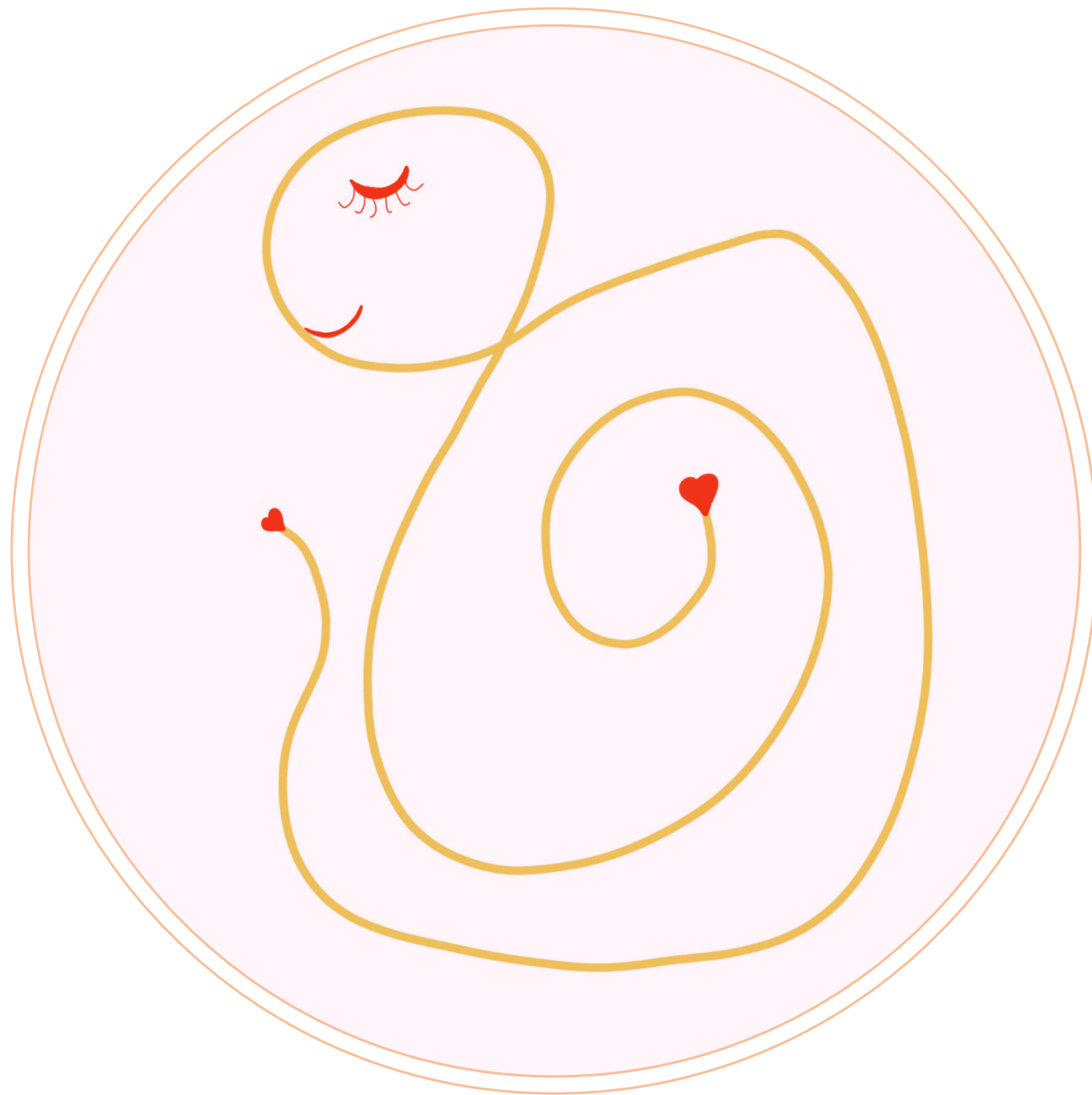
## STEP 2: BUILD A SIMPLE ONLINE PRESENCE



- ☀️ You don't need a perfect website or expensive tools—just a way for people to find you and your work.
- ☀️ Choose one platform to start with: (Instagram, Etsy, a website, or even just a PDF portfolio)
- ☀️ Create an Instagram or TikTok dedicated to your art (share progress, time-lapses, and your story)
- ☀️ Set up an email list (use MailerLite, ConvertKit, or Mailchimp for free to collect subscribers)
- ☀️ Write a short bio & update your profile picture (make it clear what you do)
- ☀️ Start sharing your work! (Don't wait for perfection—just get your art out there)
- ☀️ Create or update your Instagram bio to clearly reflect your art business. Example:  
"Artist Selling vibrant nature-inspired prints 🌿 Shop link below "



# STEP 3: MAKE YOUR FIRST OFFER & START SELLING



☀️ You don't need a full shop—just a way to test the waters and get paid for your work.

☀️ Decide on 1-3 products or services to start with (prints, originals, commissions, digital art)

☀️ Pick a simple way to sell:

- Instagram DMs (you can manually take PayPal payments)
- A Google Form or simple website
- Set a fair price (but don't undervalue yourself!)
- Create a simple post or listing (great images + short description)
- Tell people about it! (Don't be afraid to promote yourself)

☀️ Make a small "test sale" post on Instagram today. Example: "Limited edition prints now available! Only 10 in stock—DM me to grab yours!"

# KEEP MOVING FORWARD

STARTING YOUR ART BUSINESS DOESN'T HAVE TO BE COMPLICATED. TAKE SMALL, CONSISTENT STEPS, AND I PROMISE YOU'LL BUILD MOMENTUM.

THE MOST IMPORTANT THING? JUST START.

REMEMBER YOU ARE NOT ALONE IN THIS

I'VE GOT YOUR BACK 



## MORE FREE RESOURCES TO COME



The Happy Artist

CONTACT ME

[lisa@thehappyartist.com](mailto:lisa@thehappyartist.com)

[WWW.THEHAPPYARTIST.COM](http://WWW.THEHAPPYARTIST.COM)

