

INTERSECTIONS

– Where art meets business

A discussion about how to leverage your art to create profit from what you love.
Learn unique applications for your art in business.



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Jackson Creek Press

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Though i've always been visually creative in my spare time,
I started to work under the banner
Jackson Creek Press in 2005.

<http://www.jacksoncreekpress.ca/>

Advice:

- Make things everyday.

ie: for me, that means being diverse,
I like to do many things, and what's going on in my life,
What has taken my interest...and especially,
What temperature my printshop is,
often defines my current tasks.
;-)

- Place your work alongside the work of your peers/constantly push yourself and question your motives.
- It will take time and work to engage an audience around your work.

Process: Telling the story.

- What's your brand message/who are you & why do you do what you do?

For me, you get a sense of it from my Twitter Bio:
Old school letterpress artisan
who uses wood and lead type,
and blocks that i carve with my hands to make things.
I am also a fan of modern pop music.

- who are you?
- what inspires you?

TELL US!

Fact: people cannot buy your work
if they don't know it exists.

Process: Telling the story.

- The “wall” which has long divided **the maker and the world** has been knocked down.
 - talk about what inspires your.
Who are your influences?
What draws you to their work?
ie: become both creator and curator
- Drawing the line, directly from your influences allows others to contextualize your work – explain who you are and what you do.
- This draws people in to **YOUR STORY.**

Process: Telling the story.

Tools for telling – **On-Line**

- Blogs
- Social media
- Video – YouTube/Vimeo
- Aggregators – Digg, Pinterest

Tools for telling – **Off-Line**

This is the real stuff.

- Become part of the scene
 - attend shows/openings
 - speak to your peers
 - volunteer: ie: PFF

Process

- working on a new project? Send out press-releases.
Talk about what you've got going on.
 - accumulate email or snail mail lists –
send information on new work to existing clients
- contact blogs who curate the kinds of things you make
 - keep them up to date on your work

ie: Apartment Therapy

- contact your local news media
 - they love stories on the interesting people within the community.

Create buzz

- submit your work, and read the response
 - re-purpose the response to your contacts via email/social media

- get people talking about your work

- giveaways – ask for comments on your blog when you post new work
 - structure a contest to give something to your 500th follower, 100th like, 30th blog comment.
- Generate interest.

- Ask for feedback on your sales – be transparent
- Communicate that feedback to your audience.

Process: Venues for your art

Off-Line

- Local galleries. ie: Artspace, AGP, Gallery In The House, Blue Tomato
 - Coffee shops, gift shops,
 - craft/art shows, music events:
Artsweek, Re-Frame, Focus Fair, Autumn Treasures, etc.

OnLine

On-Line StoreFronts

Three big solutions, lots of smaller solutions

- Etsy • Artfire • BigCartel

Secondary Solutions:

- Ebay • Craigslist/classifieds

I currently use Etsy for my on-line store solution.

Positives

- It's clean, easy to post items, transparent and has wide appeal.
 - simple to post items, has built in currency conversion
 - good tagging of items, allows for full description, policed
- lots of traffic, but you have to invest and understand the value
 - Of regular posts, new listings, working the site.
 - Allows any payment method

Negatives:

- Etsy is the largest of the solutions –
- deluge of vintage is crowding the space

Take Away: there is something new coming
around the corner

Tips for selling

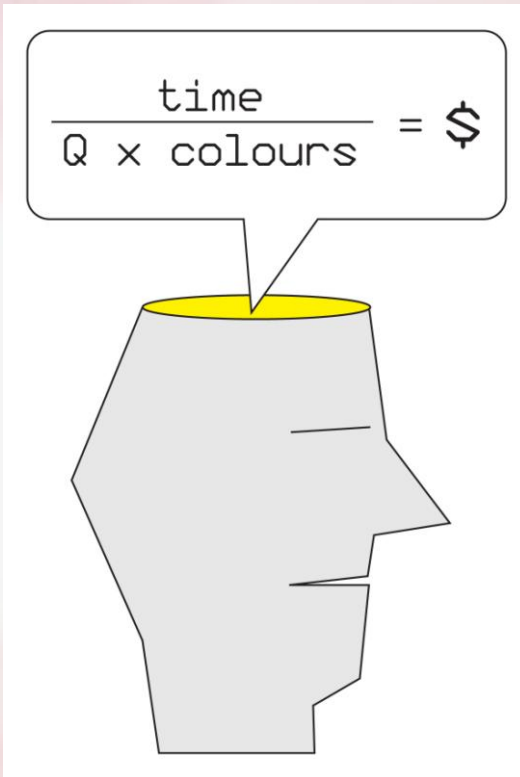
- quality images are crucial – take good pictures
Spend the time, learn what works and what doesn't.
 - natural light, multiple shots, macro
 - lots of on-line resources and tips in this area
- put your brand/name on everything
- be prepared to speak to customers about
Other work they may be interested, outside of your
main product line

My mail products: note cards, prints, posters, journals

Others: commercial commissions, wedding invites, certificates
Custom business stationery... etc.

Pricing your art

- go back to your peers,
judge by experience, time invested.
- Find the right price – what would you pay?
- Think about the last piece of art you bought?
What did you pay for it? Why did you buy it?
 - keep in mind, there is a price to be paid
for the exposure of placement in a gallery,
often the commission is 50%



- I price my letterpress work based on time invested, divided by copies printed (usually under 30) and number of colours. It's a non-scientific calculation that happens in my head.

Website

- Your on-line home – all things lead to here
 - Post background information, contact information and a portfolio of your past work
- links to social media – Twitter/LinkedIn/Facebook
 - links to where to buy

KEY TAKE-AWAY – KEEP UP TO DATE!

Nothing worse than long spans without an update/
stale offering.

We are not all webdesigners
– use what works – blog, CMS etc.

Spread your wings

- look beyond where you are used to being/selling/showing
visit towns in the area and find other venues
where your work might be a good fit.
 - talk to other artists
- commercial commissions – how can your work be
re-purposed for business?
Ie: oil landscape painting --> advertising murals

Create A Scene

make things happen
– i have participated in house shows
and have hosted in my own – 10 vendors over
a weekend. It's the perfect venue. Rotate among a few
and work to make it a regular thing.

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Etsy

Etsy Statistics

- \$69.8 million of goods were sold by our community in December

That represents 3,356,890 items sold for the month

- 1,939,252 new items were listed in the month
 - 788,562 new members joined the Etsy community in the month
- 1.2 billion pageviews were recorded on the site in December.

On-Line Vendors – side by side comparison

			
Costing	\$12.95/month	.20 per item/ 1.4 % of item	9.95/19.95/29.95
	monthly fee only		monthly fee only
Customization	somewhat	somewhat	fully
Discount/Sale Codes	yes	yes	yes
Transparent	yes	yes	no
Personal URL	somewhat	somewhat	fully

- All these solutions provide pretty good in-depth tips, vendor schooling, community environment.
- Sign-up, follow along and learn.