

PAPA SEPTEMBER PROGRAM

*Practical ideas.
Real results.
More art
going home!*

You Made the Art. Now What?

**SIMPLE WAYS TO HELP YOUR
ART FIND ITS BUYER**

-  Connect with people through your art.
-  Price and present your art with confidence.
-  Get noticed and share your work.
-  Sell yourself as well as your art.
-  Leave with a 30-Day Challenge to take action right away!



PRESENTED BY
Susan Edwards
PAPA MEMBER

PAPA
PADUCAH AREA
PAINTERS ALLIANCE

 **SEPTEMBER PROGRAM**
Don't miss it!

 Let's help more people fall in love with your art! ❤️

September PAPA Program - Susan K. Edwards

You Made the Art. Now What?

Simple Ways to Help Your Art Find Its Buyer

Creating the artwork is only half the process. How do you help the right person discover it, connect with it—and buy it?

Join PAPA member Susan Edwards for a practical, down-to-earth look at selling your art. She'll explore what makes some artwork sell while other pieces linger, how pricing and presentation influence buyers, ways to create an emotional connection with your work, and simple things you can do to get your art noticed. Whether you'd simply like to sell an occasional painting or you're interested in earning more from your art, you'll leave with practical ideas you can start using right away.

Making art is one thing. Selling it quite another.

Simple Ways to Help Your Art Find Its Buyer

Length: 30–40 minutes

Program Purpose

A practical, approachable program designed to help PAPA members increase their chances of selling their artwork—whether they simply want to sell an occasional painting or are interested in developing art as a source of income.

Curriculum

1. Why Does Some Art Sell—and Some Doesn't?

A quick look at the major factors that influence a sale:

- Subject and buyer appeal
- Price
- Presentation
- Visibility
- Emotional connection

2. Give People a Reason to Buy YOUR Art

People aren't necessarily buying paint and canvas—they're buying something they connect with.

- The importance of titles and stories
- Creating an emotional connection
- Talking comfortably about your artwork
- Selling yourself as well as the painting

3. Price & Present It to Sell

Simple principles artists can immediately apply:

- Consistent, understandable pricing
- Choosing sellable sizes and price points
- Framing and presentation
- Labels and artist information
- Making purchasing easy

4. Don't Just Hang It and Hope

The gallery can provide the wall, but artists can help bring in the buyer.

- Sharing your artwork on social media
- Personally inviting people to exhibits and events
- Demonstrations and artist appearances
- Building relationships with potential buyers
- Other simple local selling opportunities

5. Your Art-Selling Challenge

For your entries in the next PAPA show:

1. Choose pieces you most want to sell.
2. Make sure they make a good impression.
3. Price them right.
4. Take good photographs of them.
5. Write a short story or description for each.
6. Make sure you have your info and contact on the back.
7. Share one piece each week on your social media, or send to Cindy to post. **Tell people where they can buy it.**
8. Personally invite someone to visit PAPA Gallery.