



Newsletter

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THE VOICE OF THE REDMOND ARTS COMMUNITY

Bring On The Holidays: Tips to Sell Your Artwork This Holiday Season



FROM THE EDITOR'S NOTEBOOK

BY JAMES MORRIS

Holidays are a great time to sell your art. It's a very hectic time for everyone, so people are looking for ways to relax and unwind. Here's your chance to show off your best work.

Online galleries and social media are the best places to show off your best work. If someone sees your work prominently displayed at the top of their feed and clicks on it, they'll be more likely to buy. In contrast, if they have to scroll down through dozens of other items at random until they find something that catches their eye.

You can also use the holiday season as an excuse to offer special promotions to your customers. Offer a discount on purchases over \$100, for example, or give away free shipping on orders of \$50 or more. This will encourage people who were considering buying one of your pieces but weren't quite ready to do so yet to finally pull the trigger.

In the article Tips to Sell Your Artwork This Holiday Season, I give you some pointers that I have picked up along the way. I hope they can help you as well. 📖

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DATES OF INTEREST

- Nov. 12-13: DCAA Fall Art Show
- Nov. 17: Member meeting at Redmond Senior Center
- Nov. 18-20: Holiday Food & Gift Festival
- Nov. 25-26: Holiday Village Market
- Nov. 26: Starlight Parade
- Dec. 2-3: Festival of Trees





Tips to Sell Your Artwork This Holiday Season

By James Morris



INTRODUCTION

The holiday season is a great time to sell your art. Whether you are an artist in the form of traditional painting or a maker of handmade products, here are some tips that will help you make the most out of this lucrative time of year:

EMBRACE THE SEASON.

You're probably familiar with the saying, "the best time to sell your art is when everyone else is buying." And during the holidays, it couldn't be more true. In fact, you can expect to see a surge in sales in December alone.

Lots of people are shopping right now. They're looking for gifts and ways to decorate their homes before Christmas Eve or New Year's Day parties with friends and family.

TOP ONLINE PLATFORMS TO SELL YOUR WORK

Have you ever thought about selling your work online? Here are some of the top sites where you can start. No experience necessary and easy to maintain shops:

1. Shopify
2. Etsy
3. Ebay
4. Facebook Marketplace
5. Instagram Shopping

So, what makes the season so ideal for selling your artwork?

Well, first: lots of people are shopping right now. They're looking for gifts and ways to decorate their homes before Christmas Eve or New Year's Day parties with friends and family.

Second: this time of year brings out our inner kid. We want everything that has anything to do with Santa Claus (ahem... cookies), Christmas trees (ahem... lights), Rudolph (ahem... reindeer) and all things winter-y (ahem... snow). This means it's not uncommon for us to find ourselves attracted by fancy decorations—like those found on greeting cards—and fun trinkets like snow globes. If you create any art featuring these items from your timeline, then chances are good that someone will want it as part of their holiday collection.

HOST A HOLIDAY PARTY.

Sure, you can host a holiday party to sell your artwork. Invite your friends and family to enjoy the season, and then pop up with some framed pieces or acrylics on canvas. This is a great way to get feedback on how much the art costs customers and if they think it's worth that amount—and it also allows you to ask for reviews of your work. They may even want their own copy.

MAKE HOLIDAY GIFT PACKAGES.

A holiday package is a great way to make your artwork the focal point of a present, and it will encourage your customers to buy multiple items for their friends and family members. To create a package, include your artwork, a print of your artwork, and a gift card in an envelope or box. Then make it as easy as possible for them to give you money with [an option](#) on both online purchases (through social media) and in-person sales (at craft fairs). If someone buys two of your pieces at once? Offer them another discount on top of the one they're already getting!





HOW TO MAKE PRODUCTS THAT SELL WELL DURING THE HOLIDAY SEASON?

To make products that sell well during the holiday season, you have to make sure they're:

- Unique. Your product should be one-of-a-kind and not mass-produced. Please make each piece unique, and your customers can't find it anywhere else in the world.
- High quality and well made. Suppose you're offering a product that people will want again and again. In that case, it needs to be made with high-quality materials, crafted with care, and something people can use for years or even decades without any problems whatsoever.
- Affordable. You don't want to price yourself out of the market by charging too much for something that might only appeal to a small number of buyers; instead, look at things from an economic perspective where there's an opportunity cost associated with every decision made (so what happens if someone chooses another product instead?). At some point, we must decide whether our passion project is worth risking bankruptcy over; ask yourself honestly: "Am I willing?" And then go ahead - because now is when everything starts happening...

OFFER SPECIAL DEALS, DISCOUNTS, AND GIVEAWAYS.

It's no secret that sales will increase during the holiday season. While you can't just give away your artwork for free, offering special deals and discounts is a great way to attract more people to buy your work. For example, if you have five pieces of art on sale for \$100 each, offer one piece at a discounted price of \$85 instead. Or, offer five people who buy from you a surprise gift with their purchase.

Giving away too many free items might seem like an easy way to attract customers, but in reality, it's not very effective. It can even hurt your business if too many people expect to receive something for free when they buy something from you later.



ENGAGE WITH YOUR AUDIENCE AND ASK FOR REVIEWS.

Asking for reviews is a great way to get more exposure and show your fans you care. Be sure to ask specifically what they like about your product and be specific in what kind of feedback you want to hear. Remember: not all reviews are created equal, so don't send the same message to everyone who buys from you.

When someone leaves a review on Etsy or another platform where other potential buyers can see it, thank them publicly! This will encourage other people who are interested in buying from you down the line.



ART PROJECTS THE WHOLE FAMILY CAN DO

Here is a list of art project the family can do together this holiday season.

- Make your own Christmas ornaments
- Create wall art for gifts
- Have fun with gingerbread houses
- Get creative with gift tags
- Paper ornaments and garlands
- Family baking parties
- Homemade wreaths and garland
- Paint Christmas cards for loved ones
- Create family snowflakes



START WITH THE END IN MIND.

Create a plan that includes all of your goals, as well as how you're going to achieve them. What is your goal? Do you want to sell a specific number of pieces or make more money? Are there any commissions that need to be completed before Christmas comes around? How long do you have to complete the work? Set up a timeline and budget for yourself, then follow through on it!

DEVELOP A STRATEGY AND STICK WITH IT FROM START TO FINISH.

When starting, it can be daunting to think about how you want to sell your work and how much you want to sell it for. But the most effective way to tackle this challenge is by first defining your goals.

Once you define your goals (whether making a certain amount of money or selling a certain number of pieces), you can focus on creating the perfect strategy for reaching them. Your plan will depend on how much time, money, and effort you want to put into selling art; it may also include developing relationships with galleries or other buyers so that they become regular customers.

It's important not to get discouraged if things don't go as planned—even experienced artists have their fair share of bumps along the road. It's all part of learning what works best for them!

TAKE ADVANTAGE OF THE HOLIDAY SEASON TO INCREASE YOUR ART SALES

This year is the perfect time to sell your art for a variety of reasons. The holiday season is an excellent time because:

- People are looking for gifts. You don't have to be an artist yourself to know that people like to buy gifts during this time of year, and there's no better way to treat someone you love than with something they can display in their home.
- People are looking for new ways to display their artwork or décor items. This goes hand-in-hand with the point above about gifts—people want something extraordinary that will make them happy and proud when they walk around their homes or office buildings, so why not give them that chance?

In conclusion, the most important thing is to remember that each person has a different idea of what makes them happy and satisfied. If you want to sell your art, you need to understand what motivates potential customers and find out how they can benefit from it. The holidays are a great time for artists who want to make money off their creativity because there is a demand for hand-made ornaments this season—and beyond! 📖



ARTIST KUDOS:

Submit your stories

Whether you want to brag about yourself, or brag about someone else, if you have a story about a local artist that is doing great things for the community, we would love to hear about it. Your story can be featured in the DCAA Newsletter and help inspire others to do great things.

Send your stories to Newsletter@DryCanyonArts.org. Make sure to provide contact details so we can contact you with any questions. 📖

CALL FOR STORIES!

If you, or someone you know, has a story of how art has effected the community, we want to hear it! Send your stories to

Newsletter@DryCanyonArts.org.

TEN TIPS FOR MAKING THE SALE IN YOUR BOOTH

By Bill Hunt

1. Make your booth display attractive and inviting. Table placement is important so don't block entry with a table at the front. Bright tablecloths bring life to the displays and signs/brochures/flyers should be professionally printed. All storage boxes and other non-essential items should be out of sight.



2. Greet everyone who is within 5 feet of your booth. Don't hide behind your table on a chair and put your cell phone, iPad, or novel away! When you are engrossed in reading you are not paying attention to the people walking by your display. Instead, stand in front of your display and watch the people as they move into your area. Try to determine what they may be interested in or their personality by their actions, clothing with logos, and comments as they visit your neighbor's displays. Make eye contact and don't wait for them to speak first. Greet them enthusiastically and welcome them to your booth.

3. Introduce yourself and your art and ask them an open-ended question. (A question that cannot be answered with a yes or a no.) "How did you hear about our art show?" "Are you from this area or just visiting?" "What kind of art interests you?"

4. Have some quick stories or anecdotes about your art to capture their attention. For example, I tell them my decoys are hand carved from 100-year-old cedar fence posts found on the pioneer cattle and sheep ranches in Central Oregon.

5. Get them further involved in your art by handing them one or your pieces of art (if not so fragile) and point out any unique features. I hand them a large decoy made of cedar that is so very light because it sat in the sun for over a century. They are amazed it is weightlessness and can also admire the intricate carving and painting of the head up close. Explain the process you use to create your art.

6. Don't judge the book by the cover. On many occasions

a person will come to my booth dressed very poorly and not appear to be very interested. I treat everyone as a valued potential customer and pay attention to them equally. One time a lady who did not look like she could afford my art kept coming back to look at 3 of my highest priced decoys and was demanding much of my time. She could not decide which one she liked and after an hour passed, she came back and bought all three for cash! Another time a long-haired biker dressed in dirty leather came to my booth and after many ques-

tions I learned he was a veteran. I doubted he would be a buyer but when I thanked him for his service and told him he qualified for a veteran's discount he bought four decoys.

7. Don't be afraid to ask for the sale. Do this by asking "closing questions". "Which piece do you want to take home with you today?" "How many do you want?" "Which color do you like best?" "Where would you

display this in your home?" "Would you prefer to use your credit card or cash?" "If you don't see what you want here, would you like me to make a custom piece for you?"

8. If they like your art but are hesitating to make the purchase, get creative with offering a discount. I will pay a 30% or 40% discount to a gallery so why not a 10% at my booth? Veteran discounts are a given. However, I have offered senior discounts, student discounts, discounts to the first sale of the morning, discounts to retired teachers, Firemen, Police etc.

9. Oftentimes a person will say that a friend or relative would like my art. When that happens let them know that you welcome referrals from their friends/family and will custom produce something special for them. Give them your business card/brochure with your contact and website details and ask for their contact details as well. I will always have several commissions for future work from every show. Once I get approval to start a piece, I send progress photos to keep them involved. I never ask for a deposit as I know that if they don't want the final product, I will be able to sell it at a future show. It gives the buyer confidence in my work.

10. Last but not least, dress for success. Don't look like a struggling artist who just came out of their studio. If you are selling clothing, model some of your product. Wear some of your products if you are a jewelry designer. My art has an outdoors hunting/fishing motif, so I typically dress western style. 🍷

Annual Dry Canyon Arts Fall Art Show Comes the the High Desert Music Hall

By Mel Archer

Dry Canyon Arts Association produces 2 big art shows per year, spring in May and Fall in November. The High Desert Music Hall supports our efforts by working with us to host the shows. We time the events to provide art shopping opportunities for Mothers Day and Christmas. The shows are produced for the benefit of our artist members with Call for Art notices sent out 6 weeks in advance. The DCAA board recently voted that our events are for members only. When the calls go out members get priority, if there are spots available after members sign up non-members are charged so that they become members.

The Art Shows are produced by volunteers, that means we need you to help out. There are many volunteer opportunities such as; staffing the greeters table during the events, art spot layouts, helping artists schleep there material into the Hall, marketing and promotion to the local media, placing the Art Show road signs the morning of the shows. It takes a lot of work and we owe a big hand to all the volunteers and we need to recognize that we all need to be involved to help out.

The Fall Art Show will feature 23 of our artists showing their work. Just about all media are represented; from glass to wood, watercolor to jewelry, photography to book-making, oils to acrylics, and much more. While the artists spots are constrained due to lack of room they will be filled to the brim with creativity.

The Spring Art Show this past May brought out over 550 art enthusiasts. Even thou that show was the 4th show DCAA recently produced it was frequently heard from the guests " I had no idea this was happening in Redmond, what a great thing". With the increased exposure DCAA has been getting during the summer from our other events we are hoping for an even larger turnout for the Fall Art Show.

At the suggestion of one of our members, an orientation program is in place for members to become familiar with the many opportunities to show and sell their work. We encourage all members, whether you have shown your work before or are just now thinking about showing your work to take advantage of the orientation program, available here; orientation@drycanyonarts.org

Dry Canyon Arts Association is a place where we welcome all artists and look forward to getting to know you. 📧



**Dry Canyon Arts
Association**

FALL ART SHOW

NOVEMBER 12th & 13th
10:30 AM - 5:00 PM
Saturday & Sunday

FREE TO THE PUBLIC

Featuring 24 Local Artists

High Desert Music Hall
818 SW Forest Avenue
Redmond, OR

www.drycanyonarts.org



ARTIST HIGHLIGHT:

Paul Alen Bennett

I've always wanted to be an artist since I was 9 years old. Art gave me the opportunity to invent my own world. There was something quite magical about it, bringing something into being that wasn't there before. Learning to draw realistically was part of it, but another part was just loving to make designs that might or might not resemble any one thing.



Surface design became more of a focus for my work during my last year attending the Maryland Institute of Art. While living and teaching art in Greece, I became fascinated with folk art and fabric design in particular. One day I painted a woolen glove in gouache just to see if I could imitate the look of knitted wool. This eventually led to a “knit” style of painting that was featured in my Night Skies book. Pendleton Woolen Mills also selected 16 of my paintings to be made into wool tapestries.

With the pandemic, however, I returned to my training in life drawing and portrait work, producing two books; Pandemic Portraits and HUG. My HUG book will be coming out in early 2023.

Creating your own style but being open to changing it is an important part of being an artist. It's like being a linguist where you want to keep learning about other languages. So, dig deep to explore those aspects of art-making that you love while being aware of this ever-changing world we live in. 📖

Paul Alan Bennett

Paulalanbennett.com



SPONSOR HIGHLIGHT:

Redmond Senior Center

Dry Canyon Art Association has been working hard at locating an art gallery for its members. In the mean time some local venues have opened their doors and wall space and are allowing our members to exhibit their artwork for sale. The Redmond Senior Center has been overwhelmingly gracious with their freshly painted walls. We currently have 24 pieces on exhibit. Our shows last approximately 3 months.



The Redmond Senior Center has so many activities going on at all times throughout the day. These events include line dancing, pickle ball, yoga as well as discount lunches for seniors. We have had 3 sales and many compliments by art enthusiasts that just want to enjoy art.

We will continue to add color to their walls as long as they want us there. 📖

First Friday Art Walk

By Scott Larson

It's November, which means this will be our last First Friday Art Walk of 2022. As we close out the year, I want to look back at our First Friday accomplishments—we expanded to seven participating businesses, about twenty artists showcased their art each month, and we successfully promoted the event in a variety of ways.

First, I want to recognize participating businesses that hosted us each month: Arome, Eqwine Wine Bar, Grace & Hammer Pizzeria, High Desert Music Hall, Junction Roastery, Redmond Senior Center, and SCP Redmond Hotel.

Each month about twenty member artists exhibited their art at these venues. We highlighted a featured artist at each participating business. Our September featured artists were: Camille Fitterer, Shireen Gastineau, Bill Hunt, Wendy Wheeler-Jacobs, Vance Perry, Joan Sheets, and Rick Thompson. And our October featured artists were: Marion Craig, Laura Fouts, Katherine Harris, Debra Higgs, Susan D. Lees, James Morris, and Jackie Petrovic.

Our promotion efforts increased community awareness and attendance—First Friday Art Walks have become a community event in Redmond! Our monthly First Friday events, including our featured artists, were published in the Redmond Spokesman and Cascade A&E. In addition, James Morris published information on DCAA's web site about each month's event. We printed and distributed art walk maps and flyers to participating businesses, local hotels, and community organizations such as the Chamber of Commerce and Redmond Library.

"Art Bucks," which started in July, is another promotion that encourages patrons to visit each location. Visitors can enter a drawing at each location for a \$25 certificate that can be applied toward the purchase of an artwork from a member artist. One winner is selected each month. Typically, the winner will ask for a coupon to use at a future First Friday event. We use email addresses to notify past entrants of upcoming DCCA events.

Lastly, I want to recognize the efforts of Mel Archer, Scott Larson, Julie Miller, Don Sheets, and Cory O'Neill who placed street signs in downtown Redmond directing community members and visitors to First Friday locations.

Question or comments?? First Friday Art Walk committee members include chair Jennifer Ramerman, Laurel Werhane and Scott Larson 🍷



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UPCOMING DCAA MEETINGS

- NOV. 17 — Member Meeting @ Redmond Senior Center
- DEC. 8 — Board Meeting @ Redmond Senior Center
- JAN. 26 — Member Meeting @ High Desert Music Hall
- FEB. 9 — Board Meeting @ Senior Center

UPCOMING ARTIST EVENTS

- NOV. 12-13 — Fall Art Fair, High Desert Music Hall

CALL FOR ARTISTS

- **Lend Me Your Walls** — DCAA provides artwork to local businesses that request it. It's a great way to show off your work and get noticed by businesses and their clientel. If you would like to participate as one of the artists, please contact Cathy Huntington at LendMeYourWalls@DryCanyonArts.org.
- **Newsletter Stories & Ideas** — Do you have an idea for a story? Would you like to write a story? Maybe you have tips and tricks that you would like to share with the rest of the members. Feel free to contact the editor at Newsletter@DryCanyonArts.org with your information.



Newsletter produced by J. H. Morris
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www.JamesHMorris.com

