

Pricing & Selling Your Art

Workshop

- Is it hard for you to sell your art? Do you think that being a good sales person requires you to be pushy or manipulative?
- Are you confused about what to say when someone walks into your studio to look at your work?
- Do you frequently wonder if you are pricing your art correctly or doing the sales process right? Are you afraid that if you increase your prices nobody will buy your art?
- Are you curious about ways to market your work that will make buyers perceive your art as more valuable?

**If you answered YES to any of these questions
then this workshop is for you!**

In this 3 hour workshop you will...

- Learn the most common misconceptions and fears artists have about pricing and how to overcome them.
- Discover the top 10 guidelines for pricing art that will demystify and facilitate the process.
- Learn key pricing formulas used in the art world that will help you price your art more systematically and consistently.
- Identify limiting beliefs preventing you from selling more art. Learn a whole new paradigm for selling that feels more authentic and fun.
- Acquaint yourself with the 8 stages of selling from starting conversations with potential buyers all the way to closing the sale and follow up.
- Practice speaking about your art in a way that is more compelling so that buyers lean in and connect deeper to you and the work
- Get tips and ideas on how to cultivate collectors

What people are saying about this workshop...

“Martha - your workshop was the best money I ever spent.

It has enhanced my professional life over and over again. This past weekend I did the stARTup Art Fair in LA and made more sales than ever before in my career which more than covered what I paid to do the fair and I even made a small profit. Thank You!”

Victoria Heilweil, Photographer
San Francisco, CA

I loved that your workshop was so pleasant and full of good ideas.

It made me feel more lighthearted about selling! Your advice about being "welcoming" and introducing yourself really spoke to me! I tried it at open studios and it worked, I was always wondering if people would think I was kind of vulture-like and "attacking" them if I said hello. But no, about 95% of the people who I welcomed seemed very pleased to be noticed, and it was easy to have a conversation, connect and say something more to them or turn quiet if they seemed to want to look on their own. I felt very comfortable with this. Thank you!

Marc Ellen Hamel, Painter
San Francisco, CA

“Thank you Martha Zlatar! You're presentation and materials were very informative and helpful to me. I also enjoyed your teaching style. You have a great command of the class and moved through the material in a manner where each student felt that their concerns or questions were addressed. That's hard to do with 31 different artists (kind of like herding cats). I immediately went home and cleaned up my studio (for better presentation to my buyers) and contacted several of my previous collectors to share some of my new work. Low and behold I closed a deal on Sunday. Even if you "think" you know how to sell art, these reminders will help you be more present in the selling dance”.

Sue Warhaftig, Painter
San Rafael, CA

About Martha Zlatar



Martha has advised emerging and mid-career visual artists on realizing their artistic goals for the last 19 years. She coaches on clarity of vision, relationship with money, embracing the business owner within, time management, unleashing your creativity and many other issues relevant to artists and art entrepreneurs.

Martha's passion for psychology, business and the arts led her to launch ArtMatch, an art business and creativity coaching practice that supports creatives on becoming more "business savvy" and

"professionals" on becoming more "creative".

Her 31 years of diverse business experience took her to the worlds of Market Research, International Business, Event Management & Promotion, Training and Meeting Facilitation and Art Business Consulting (New York City, Brussels, New Orleans and San Francisco). Aside from running her private practice, she was also a Consultant for the Small Business Development Center in San Francisco and Oakland.

Martha also lectures on Selling Your Art, Pricing Your Art, Marketing Alternatives for Your Art and co-facilitates The Artists Way creativity workshops.

Her eclectic background brings a fresh and new perspective to the art business world and the Arts Community. She is originally from Colombia, has a degree in Marketing, an MBA, and is fluent in Spanish and French. Though she enjoys photography, collaging, improv acting, dancing and drawing with tea and ink, her true passion still remains "personal transformation" and inspiring that in others.