

So you think you want
to sell your art
...are you really ready?

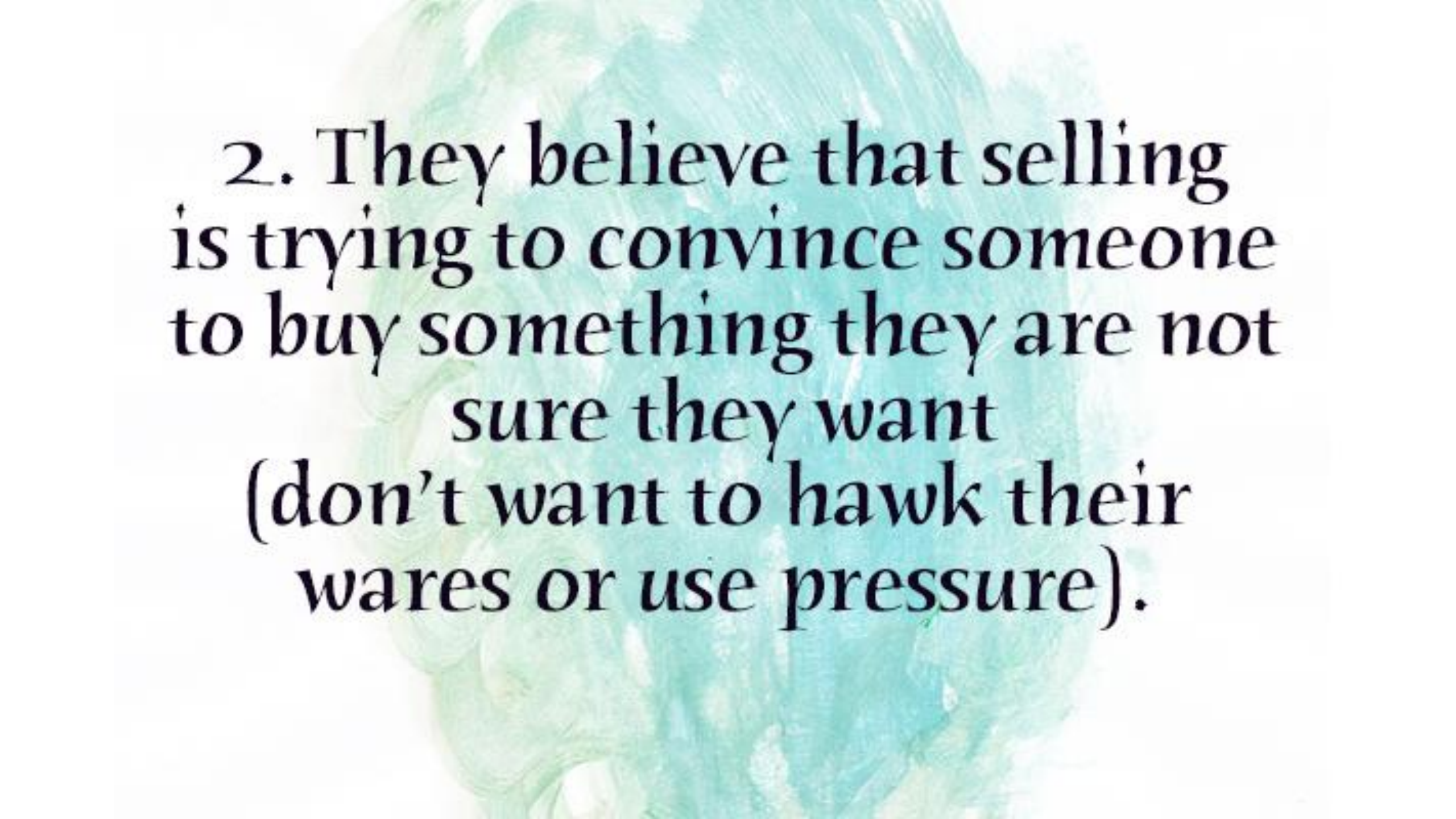
with
Charles
Wallis





What are the most common
barriers for the artist in
selling their art?

1. Fear of rejection and
worry about their quality.



2. They believe that selling is trying to convince someone to buy something they are not sure they want (don't want to hawk their wares or use pressure).

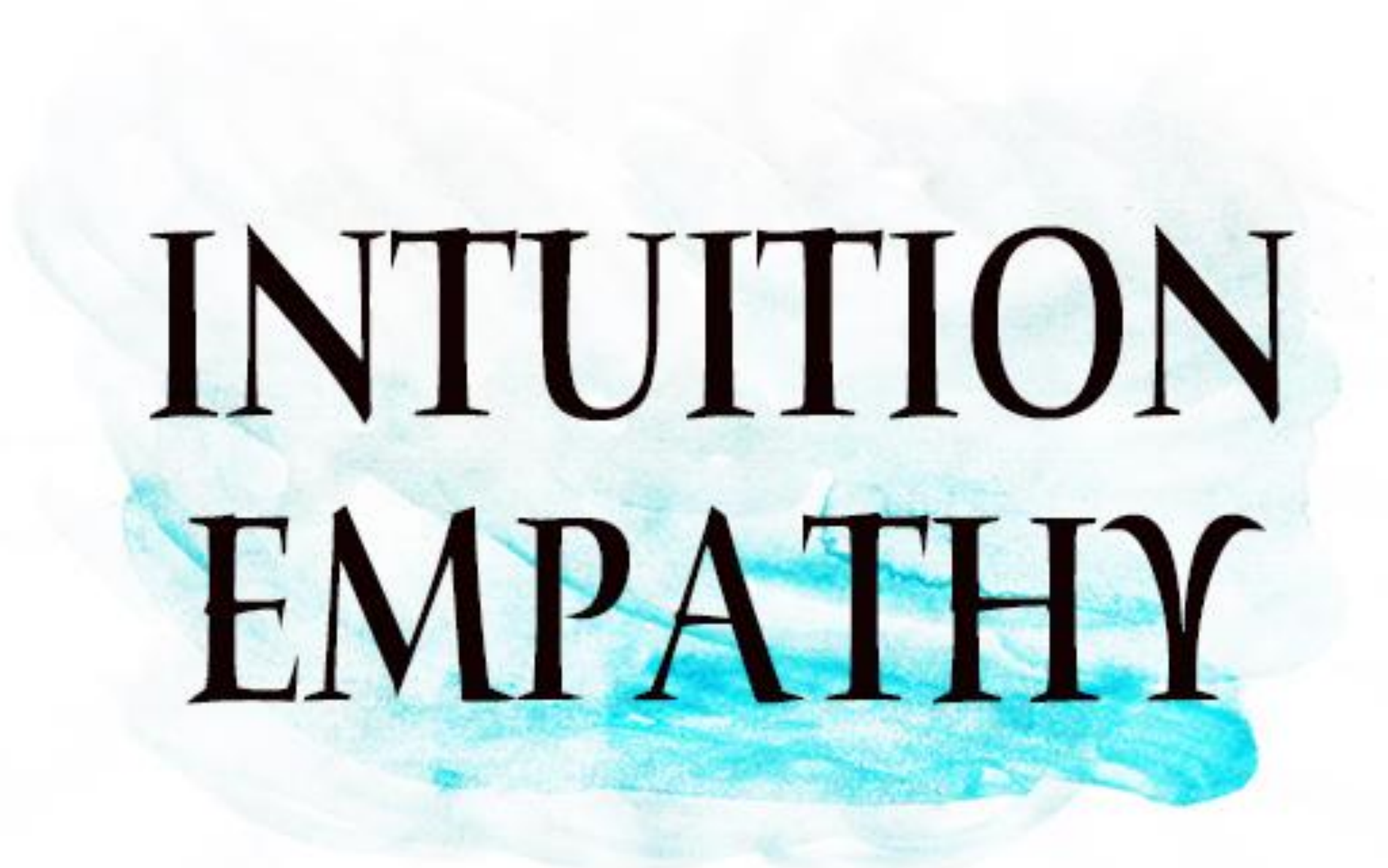


3. They are more of an
introvert than an extrovert
and are shy.

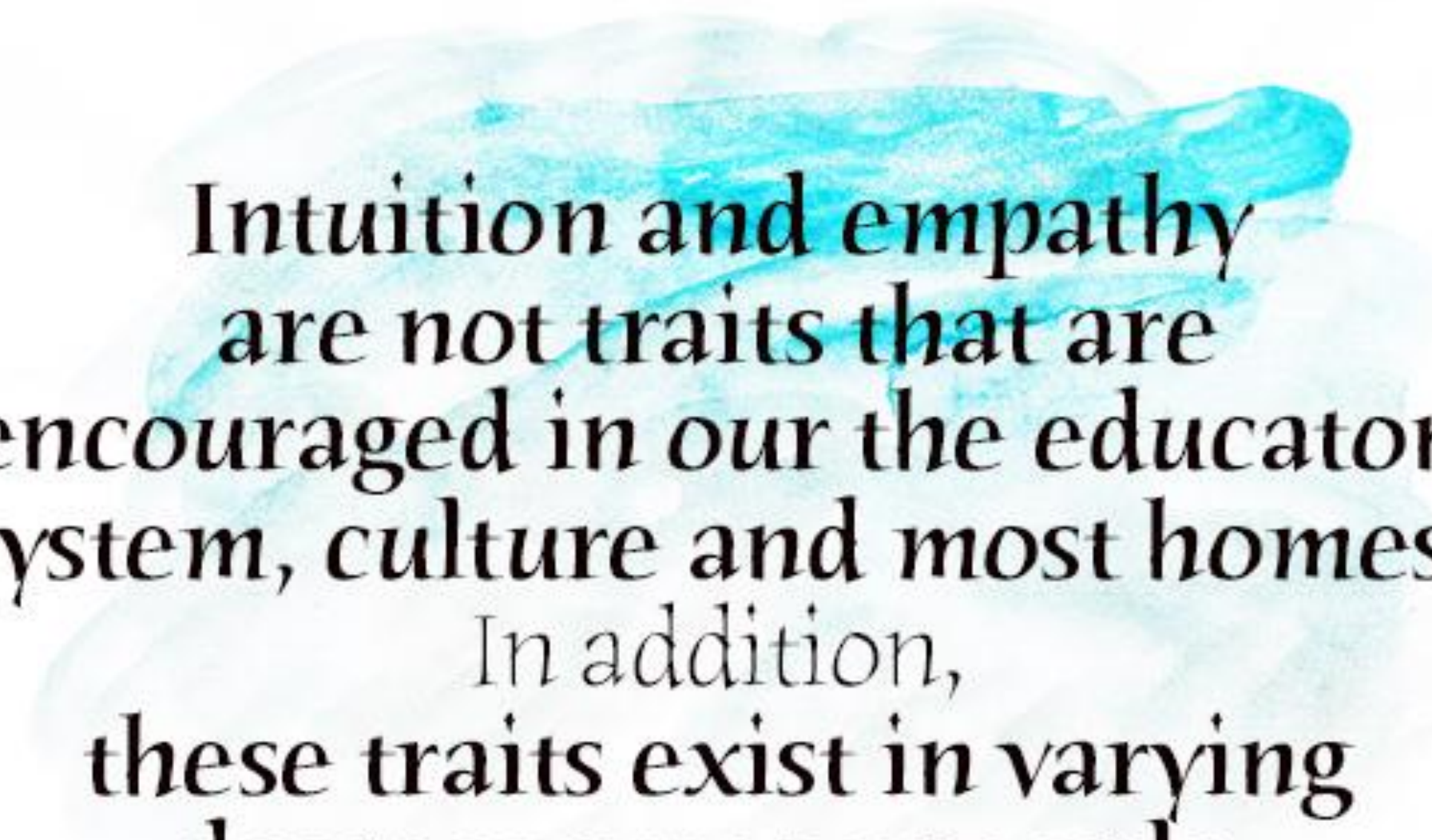
Highly Sensitive People
20% of population

Meyers Briggs Personality
System of 16 different
personalities
INFJ (.5 - 3% population)

INFJ (Empaths) are the rarest personality type and their careers are usually clustered around art, writing, music, theater, science and champions of causes.



INTUITION
EMPATHY

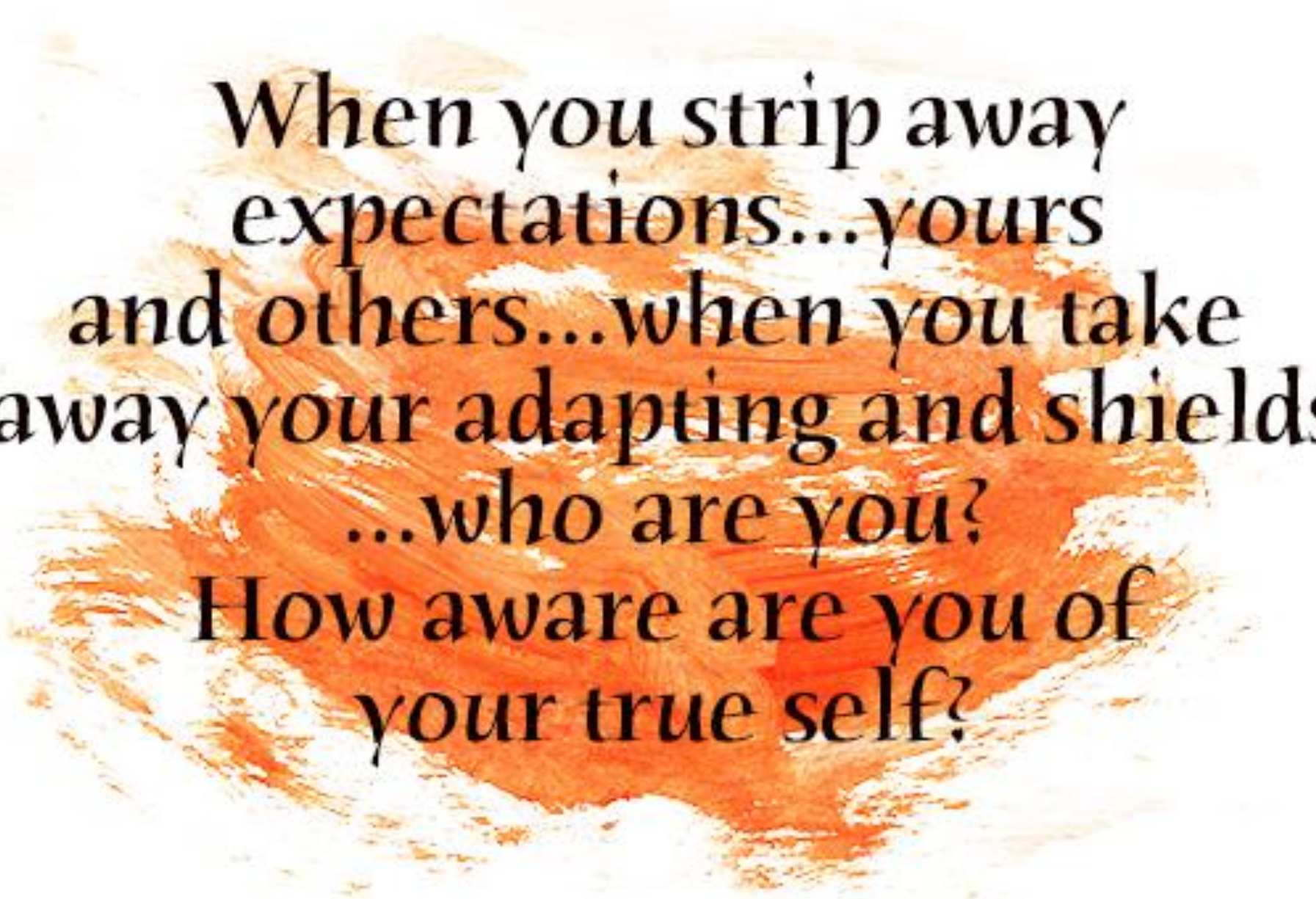


Intuition and empathy
are not traits that are
encouraged in our the education
system, culture and most homes.

In addition,
these traits exist in varying
degrees among people.

Here is the dilemma:

The personality that tends to create is not encouraged and in fact is conditioned by society, those who love us to be more rational and linear in our thinking.

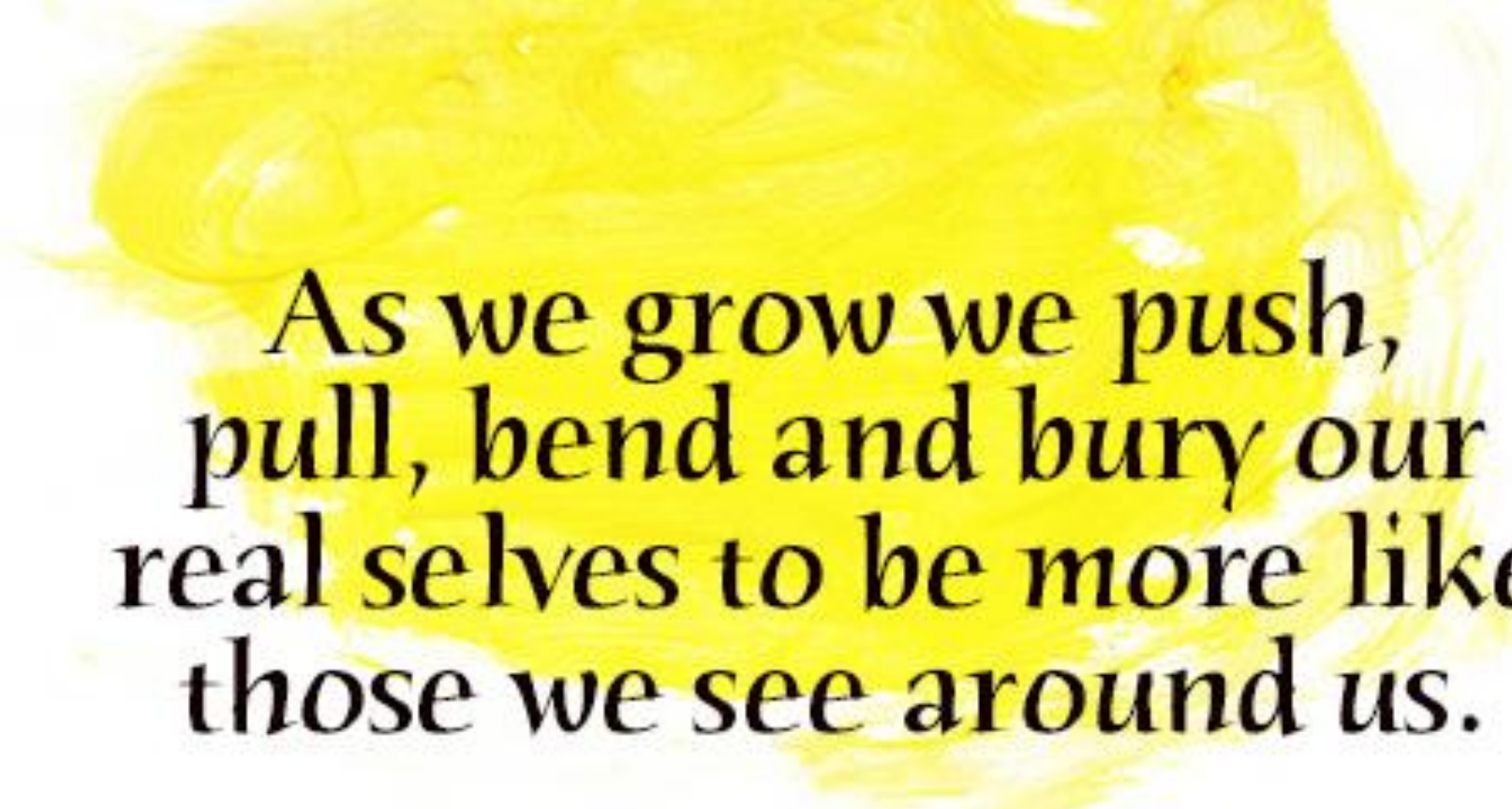
An abstract orange watercolor splash or brushstroke background, centered on the page. The colors range from light peach to deep burnt orange, with visible texture and blending.

When you strip away
expectations...yours
and others...when you take
away your adapting and shields
...who are you?
How aware are you of
your true self?

*Are you even conscious
of who you have contorted
to become so you fit in
and feel safe?*

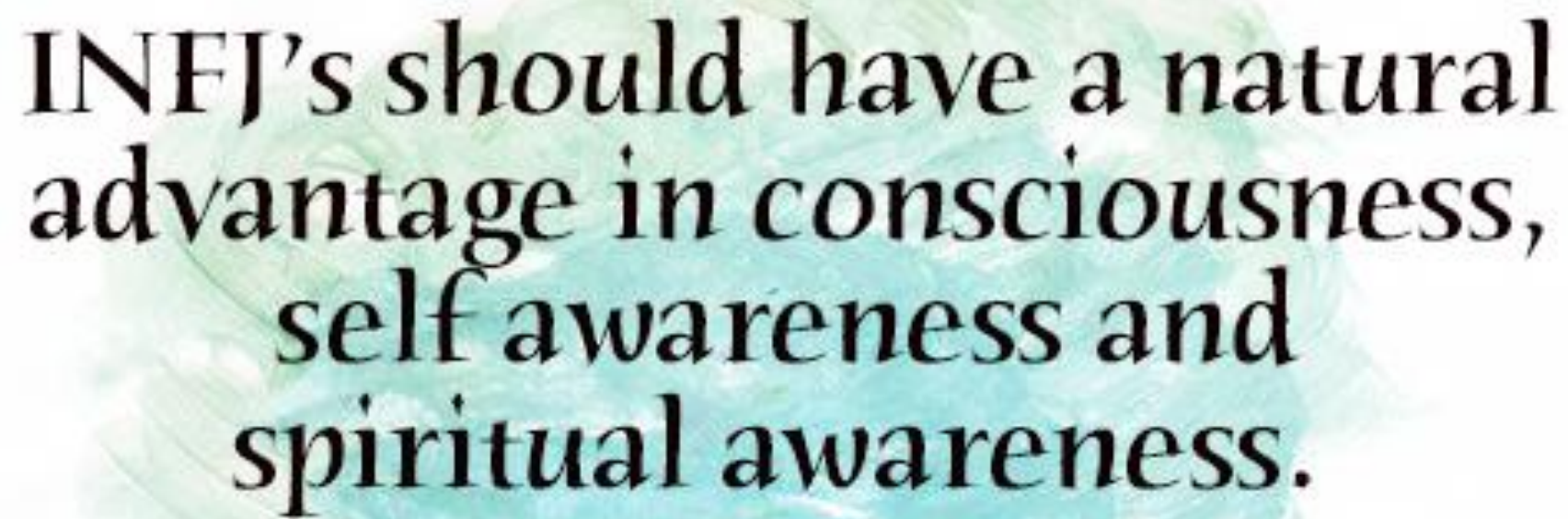
*Are you aware of what
it has cost you?*

If you are an INFJ (Empath),
your intuition and empathy
are your strongest assets
and you may have them buried.
I have found that many
artists don't use them
at all or enough.

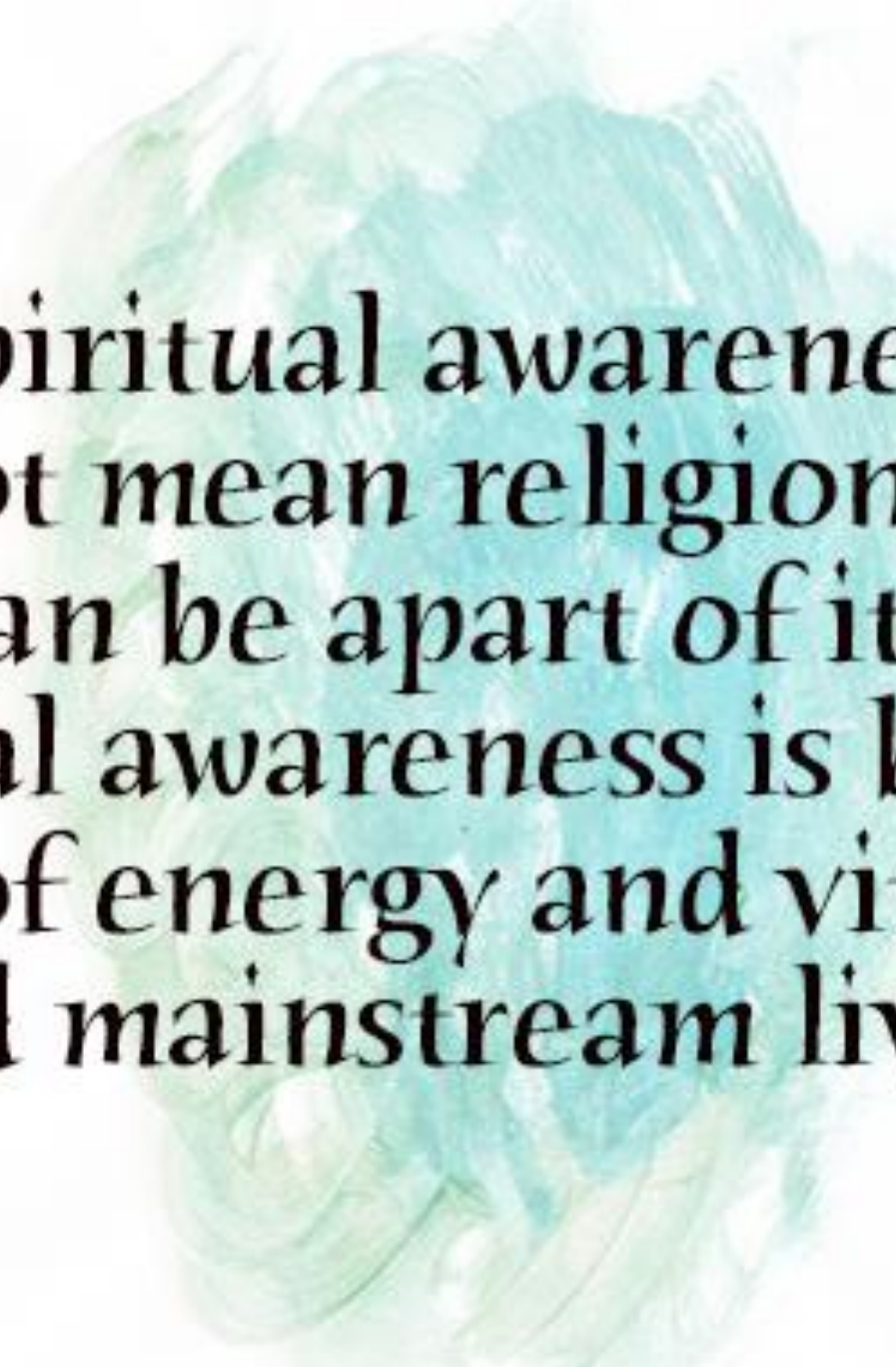
A bright yellow watercolor splash or blotch is positioned behind the first paragraph of text, creating a soft, textured background for the words.

As we grow we push,
pull, bend and bury our
real selves to be more like
those we see around us.

We have learned or been told
it can be painful to be different.



INFJ's should have a natural
advantage in consciousness,
self awareness and
spiritual awareness.



By spiritual awareness
I do not mean religion but
it can be apart of it.
Spiritual awareness is being
aware of energy and vitality
beyond mainstream living.

Being spiritually aware
means living all moments
with an open heart and
open mind without fear.

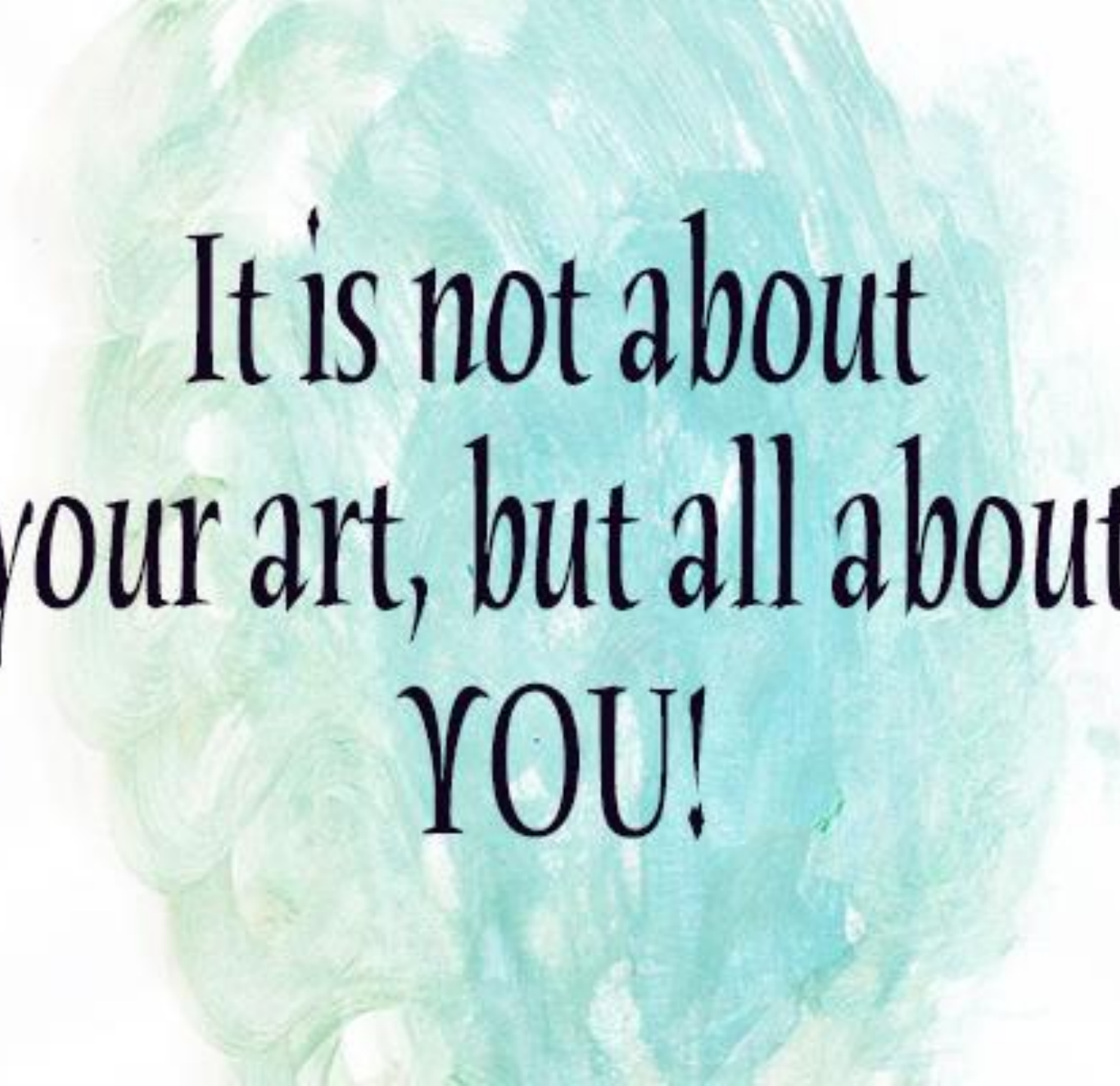
Are you willing to risk
falling love with every person
you meet?

The Greeks had 7 words
for love and we have only one
and it is loaded with
different meanings for all.

We are all connected to
one another but fear of ourself
or fear of being misunderstood
often shuts us down.

What is the most
important thing to
know when selling
your art?





It is not about
your art, but all about
YOU!



What that
means is you
must leave your
ego and fear
in the closet...

This is not normal
for many artists since
they are introverts...





For an artist to use their personal power to promote, sell or move their art, artists need to become fully self aware without adding or taking away anything through a collection of “ought to’s”, cultural adaptation or fear.

The secret to commercial success in art is to become a person of value to others (beyond family and friends).

We usually don't see things as they are, we see them as we are.

Becoming awake means seeing
our confusion more clearly.
There are only 3 reasons you
will change your relationship
with your art and it's connection
to others...

...you have learned something
new about yourself (gotten out
of your comfort zone)

...you have suffered enough
as it is

...you are tired of the same
old thing



You must learn to
be comfortable...
being uncomfortable.

*You must come to realize that
when 99% of the people at
the event walk by your space
and don't acknowledge you
much less look at your art,
...it is about them.*

A soft, abstract watercolor wash in shades of pink and magenta serves as the background for the text. The colors are blended and textured, creating a gentle, artistic feel.

The quality of the art
is not the most important
factor in the sale of art.

You must have
realistic expectations.

There is no
silver bullet.



There are 3 basic types of buyers

1. Those who express interest immediately
2. Those who like your art but are non-committal*
3. Those who are not predisposed to buy art

**this is the group where your skill with relationships will pay off.*

The successful
marketing of your art
requires three thing

1. Awareness
2. Education
3. Action

You need to start thinking about your art in business terms.

You need to go through the steps of setting it up as small business.

This will change the way you think about it and the way you talk about your art and increases your ability to sell.

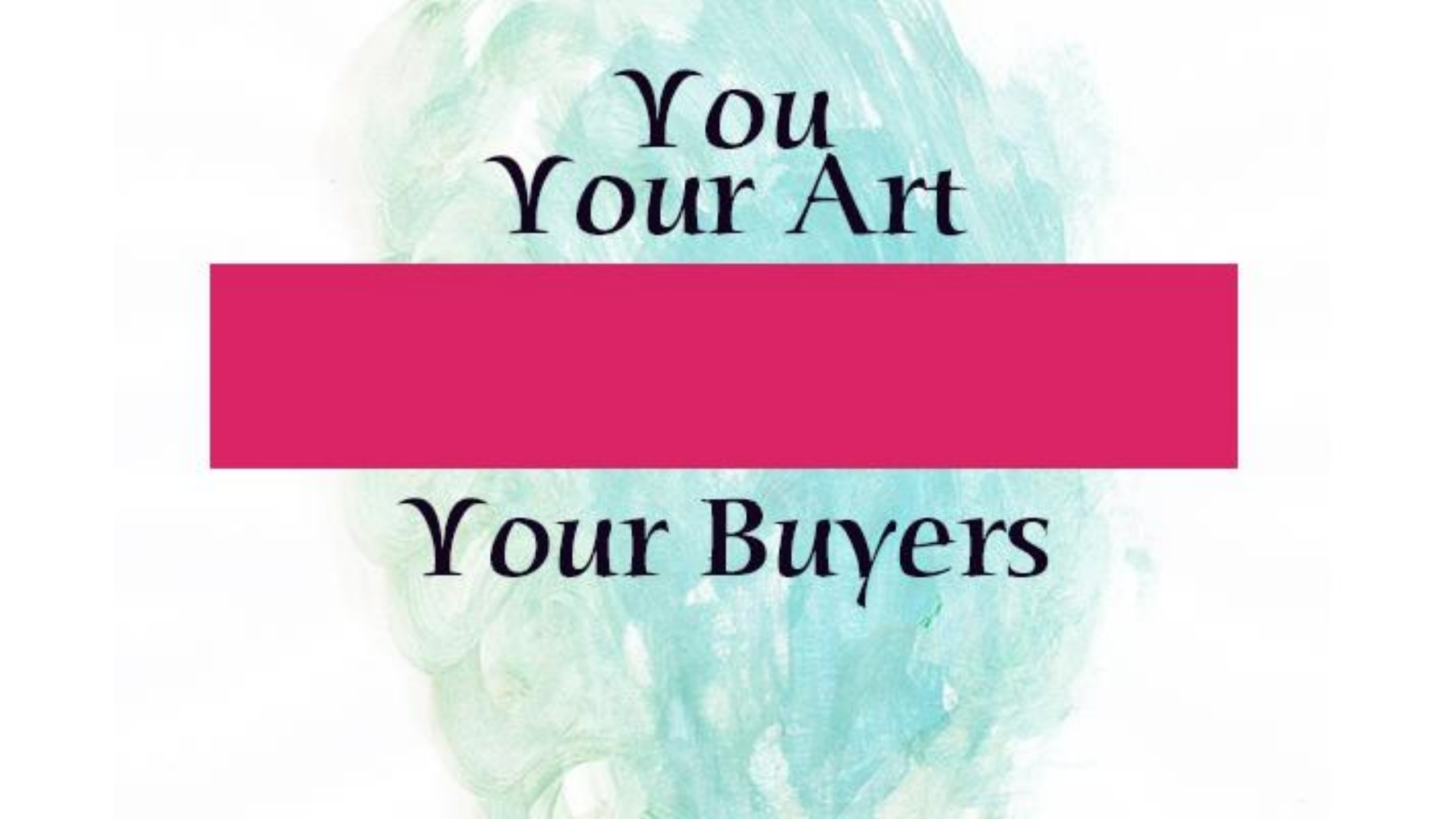
What Awareness?

Yourself

Your art

Your goals

Your market



*You
Your Art*



Your Buyers



*You
Your Art*

Awareness, Education, Action

Your Buyers



What is your story...About you
and about your art?

How do you create awareness?



Your smile is also your logo,
your personality is also
your business card, how you
leave others feeling after
having an experience with
you also becomes your
trademark. *Was it a
memorable experience?*

It is not so much
about your art as
it is all about
YOU.

Abstract teal and green brushstrokes on the right side of the image, creating a textured, painterly background.

Awareness levels

Initial
Second
Third



*You
Your Art*

Awareness, Education, Action

Your Buyers

Education takes time
and many forms

Remember: It is not so much
about your art, as it is about
YOU.



*You
Your Art*

Awareness, Education, Action

Your Buyers

Actions are either Natural or a Leap



Five common mistakes in selling art

1. Offering something you fans don't want
2. Offering the right thing to the wrong crowd
3. Your fans already have too much of what you are selling
4. They don't know how and where to buy
5. You are asking too much too soon



A deeper awareness of yourself
beyond an artists' statement answers
the questions of

1. Why? 2. What? 3. How? 4. Who?

*(You should define yourself
further to define your target market.)*

A large, expressive purple brushstroke graphic that starts from the top right and sweeps downwards and to the left, partially framing the text.

A deeper awareness of your target market answers the questions

1. How do you find it?
2. How do you create it?
3. How do you play to it?

The action portion of
marketing your art is similar
to prospecting for veins
of precious gems or gold.





Veins are places where
you can find or create an event
for people who are interested
in what you paint,
or for whom you are willing to paint
to their interest or needs.











Wally

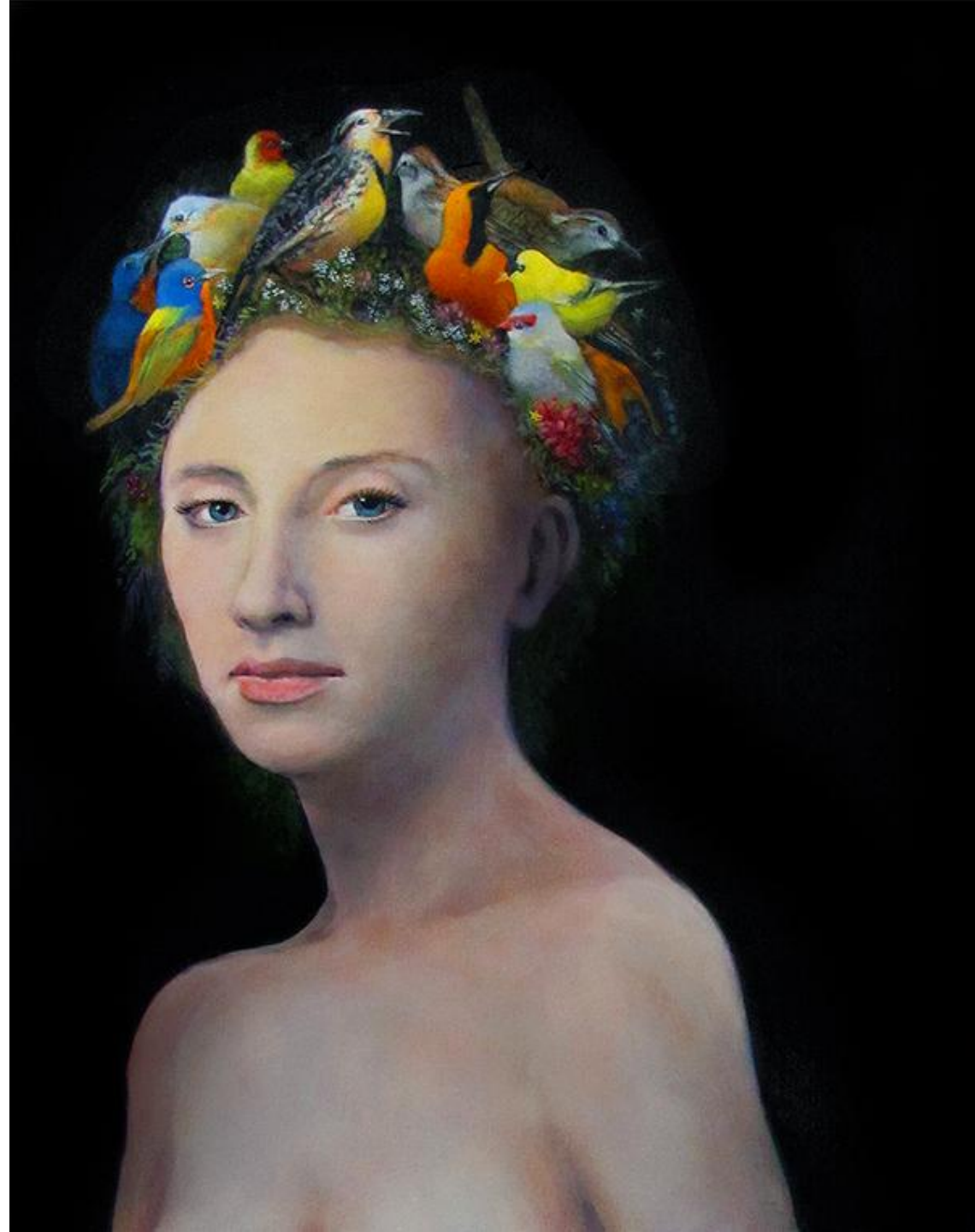








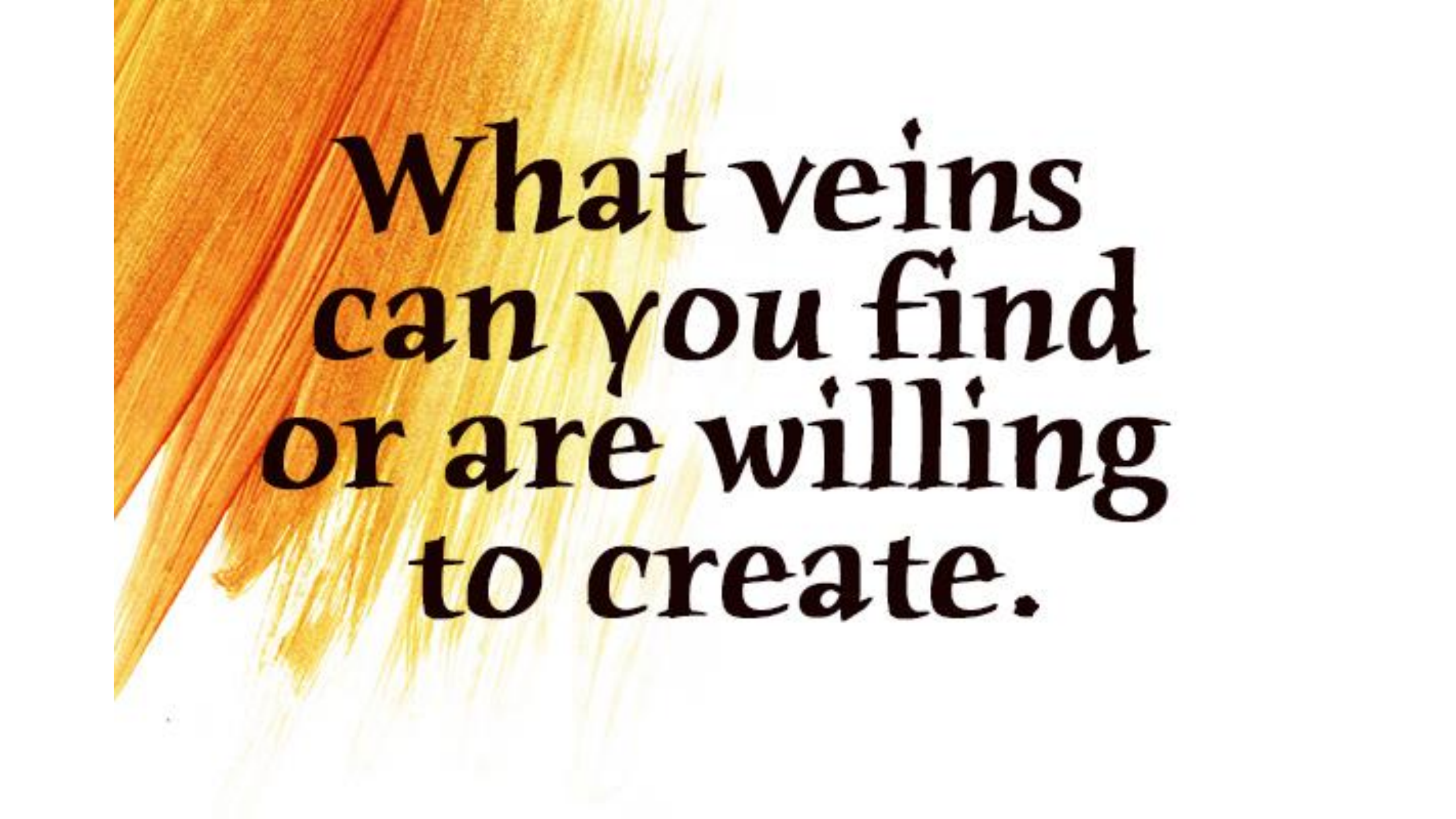




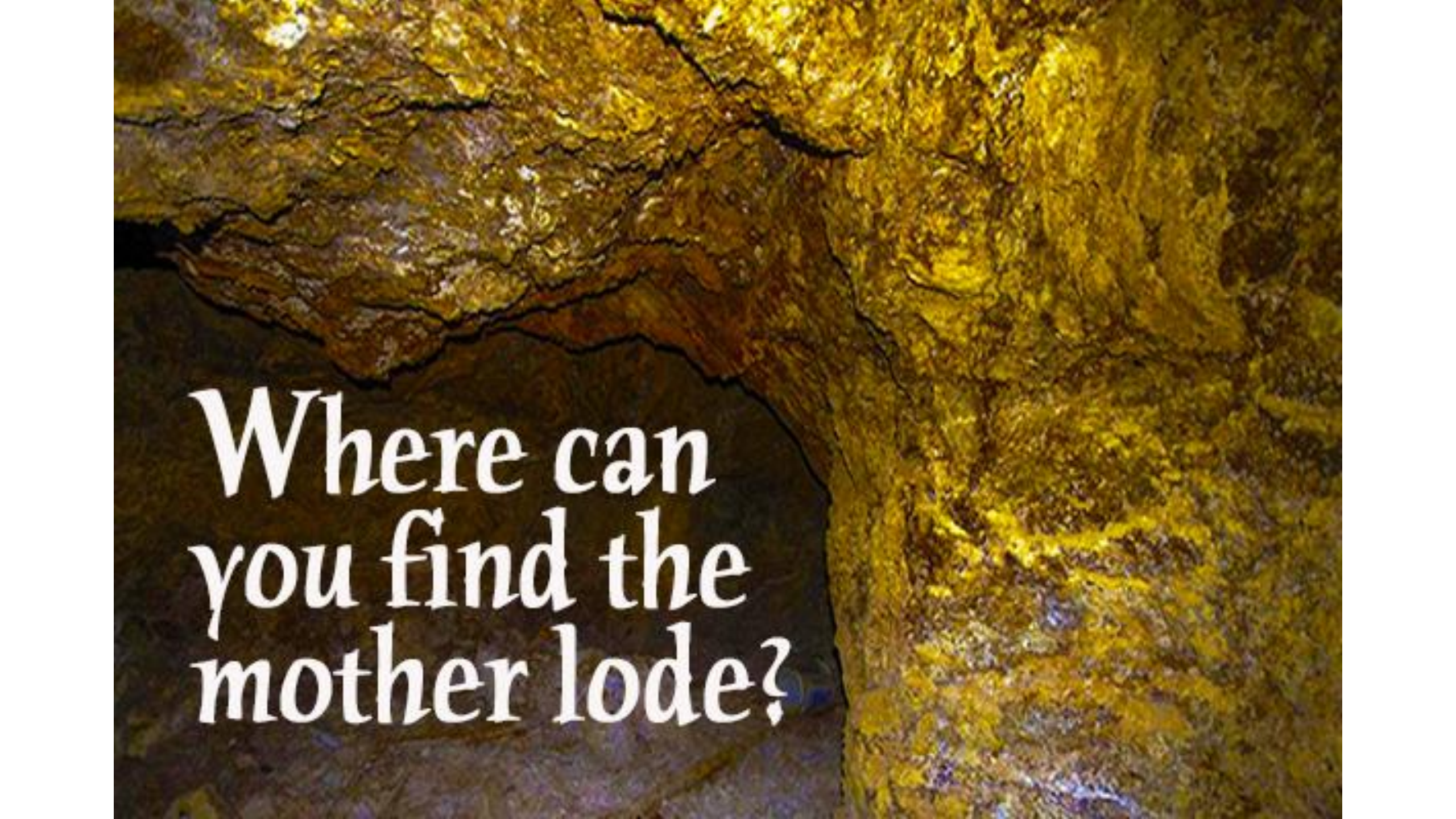








**What veins
can you find
or are willing
to create.**



Where can
you find the
mother lode?

A soft, abstract watercolor wash in shades of pink and light purple serves as a background for the text. The colors are blended and textured, creating a gentle, artistic feel.

How do you
educate your
target market so
they become fans
and then buyers?

A large, expressive red brushstroke, resembling a thick paint application, dominates the left and center of the image. The stroke is textured with visible brush marks and variations in red intensity, from deep red to lighter, almost white, areas where the paint is thinner. The background is a plain, light cream or off-white color.

Social media and Personal Selling

Social Media is a good
place for educating a
target market



Website
Facebook professional page
Pinterest
Google+
Free sites

Thank you for visiting my gallery. Feel free to browse all around. Send any questions you may have...

FAVORITES | CREATE AN ACCOUNT | LOGIN

search

Go

(0) Cart

Charles
Watts

ORIGINAL PAINTINGS

SHOP ART

NEWSLETTER SIGNUP

CONTACT

THE ARTIST

SHOP ART



Semi-abstract, Expressionist and Impressionist Landscapes



Birds

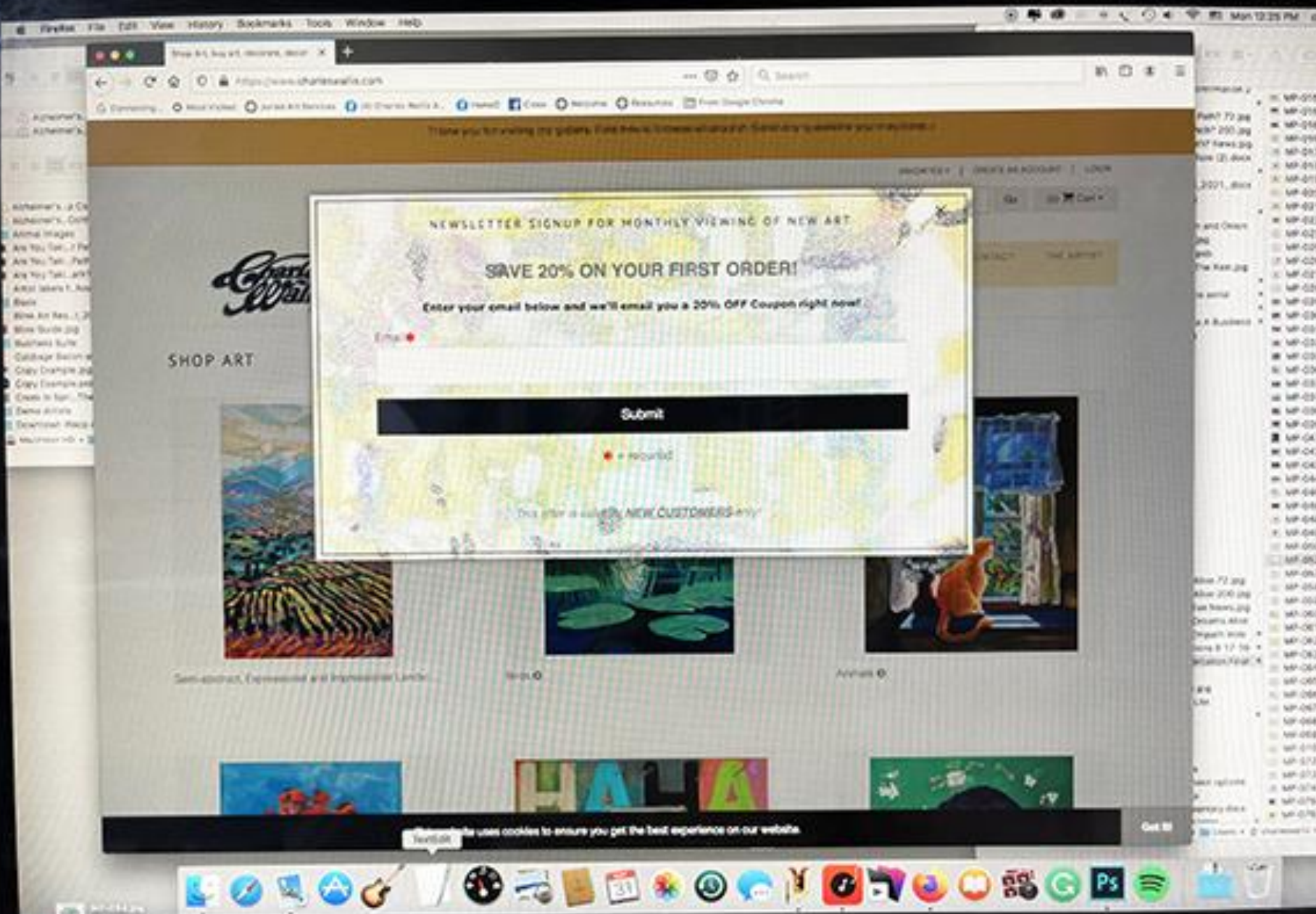


Animals

This website uses cookies to ensure you get the best experience on our website.

Got It!

MP-054.jpg



[ORIGINAL PAINTINGS](#)[SHOP ART](#)[NEWSLETTER SIGNUP](#)[CONTACT](#)[THE ARTIST](#)

ORIGINAL PAINTINGS

To learn more about expressionist painting versus impressionist, [CLICK HERE](#) for a video review of the painting shown.



The Valley Of Vineyards
\$3,650.00 24x36 **\$2,737.50**



Dreaming Of Spring Wildflowers
\$850.00 18x24 **\$637.50**



Over The Hill through The Woods
\$1,800.00 36x36 **\$1,350.00**



How To Turn Your Art Into A
Business
\$97.00



Sunset crops creek.jpg
3,000 x 3,200

[ORIGINAL PAINTINGS](#)[SHOP ART](#)[NEWSLETTER SIGNUP](#)[CONTACT](#)[THE ARTIST](#)

SOLD

Blue Wild Flowers
\$650.00 20x20



SOLD

A Fine Fall Day At The Lake
\$2,600.00 24x36



A Break In The Clouds
\$1,300.00 16x20 ~~\$900.00~~



SOLD

Field Of Spring Flowers
\$325.00 16x10



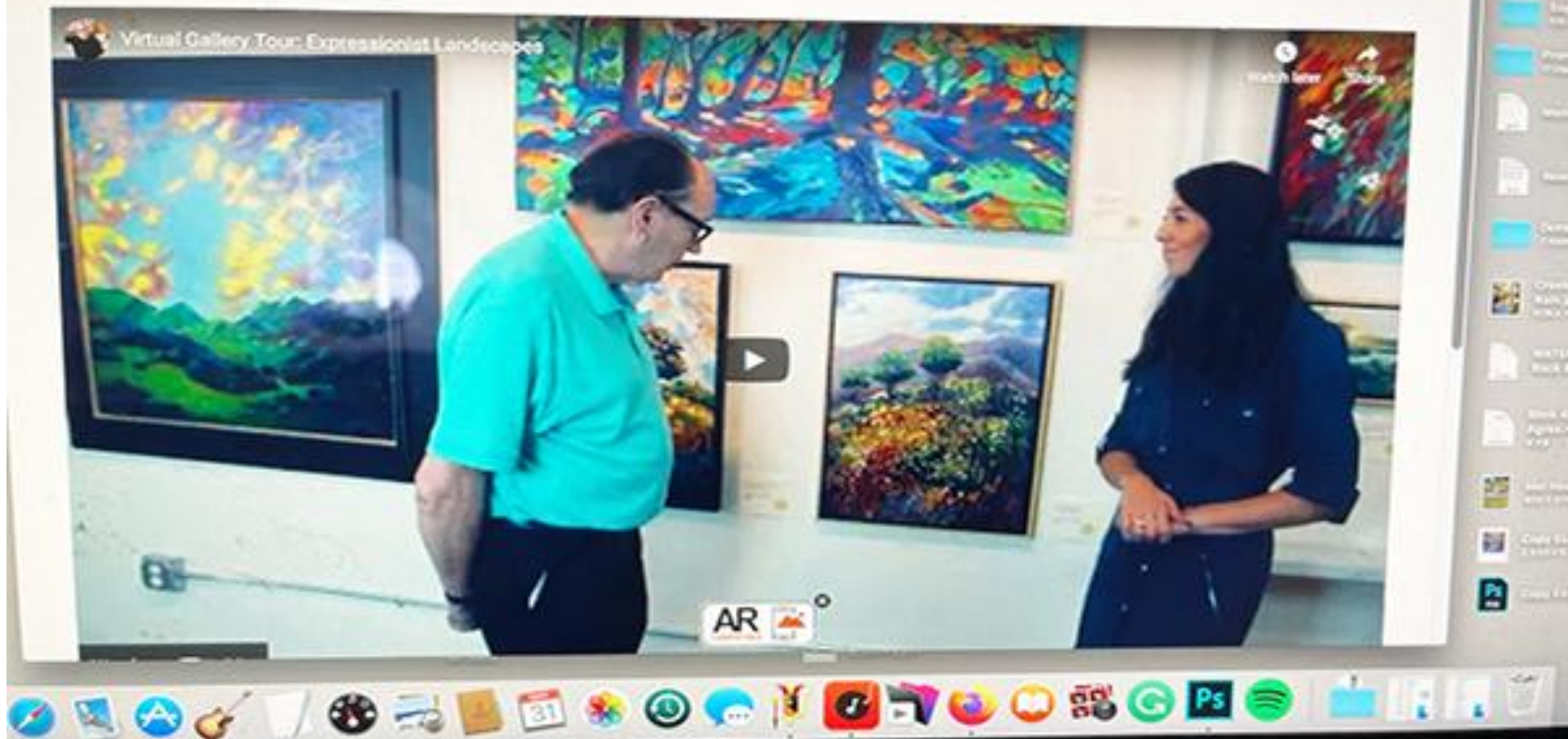
SOLD

Big Bend Spring
\$790.00 18x24



East Texas Piney Woods Pond
\$600.00 24x24 ~~\$450.00~~



[SHOP ORIGINALS](#)



www.charleswallis.com

charleswallis67@gmail.com

8172352137



10:33



https://www.pinterest.com



Cancel

Favorites

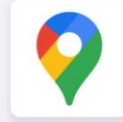
Show Less



Apple



Yahoo!



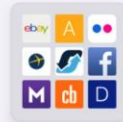
Google
Maps



YouTube



News
9 Websites



Popular
10 Websites



Wikipedia



H-E-B
College St...



Shop Art,
buy art, de...

Frequently Visited





NEWSLETTER SIGNUP FOR X
MONTHLY VIEWING OF NEW
ART

SAVE 20% ON YOUR FIRST ORDER!

Enter your email below and we'll email you a 20%

OFF Coupon right now!

Email*

Submit

* required

offer is valid for **NEW**
CUSTOMERS only!

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experience on our website.

Got it!



10:33



AA

charleswallis.com



Thank you for visiting my gallery. Feel free to browse all around. Send any questions you may have...

search

Go

SHOP ART



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10:34



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Original Paintings

Shop Art



Newsletter signup

Contact

The Artist

Favorites

Create an Account

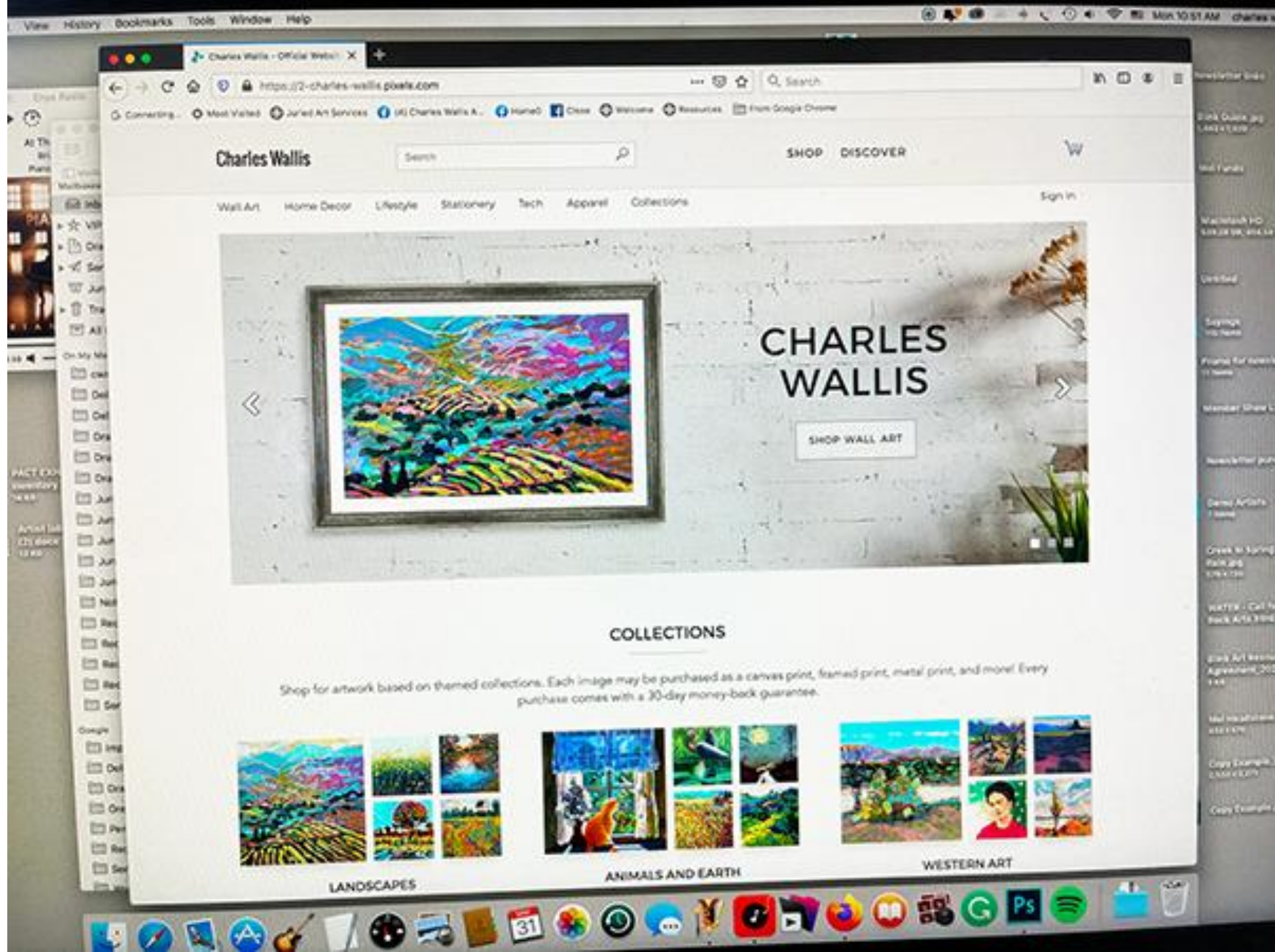
Login

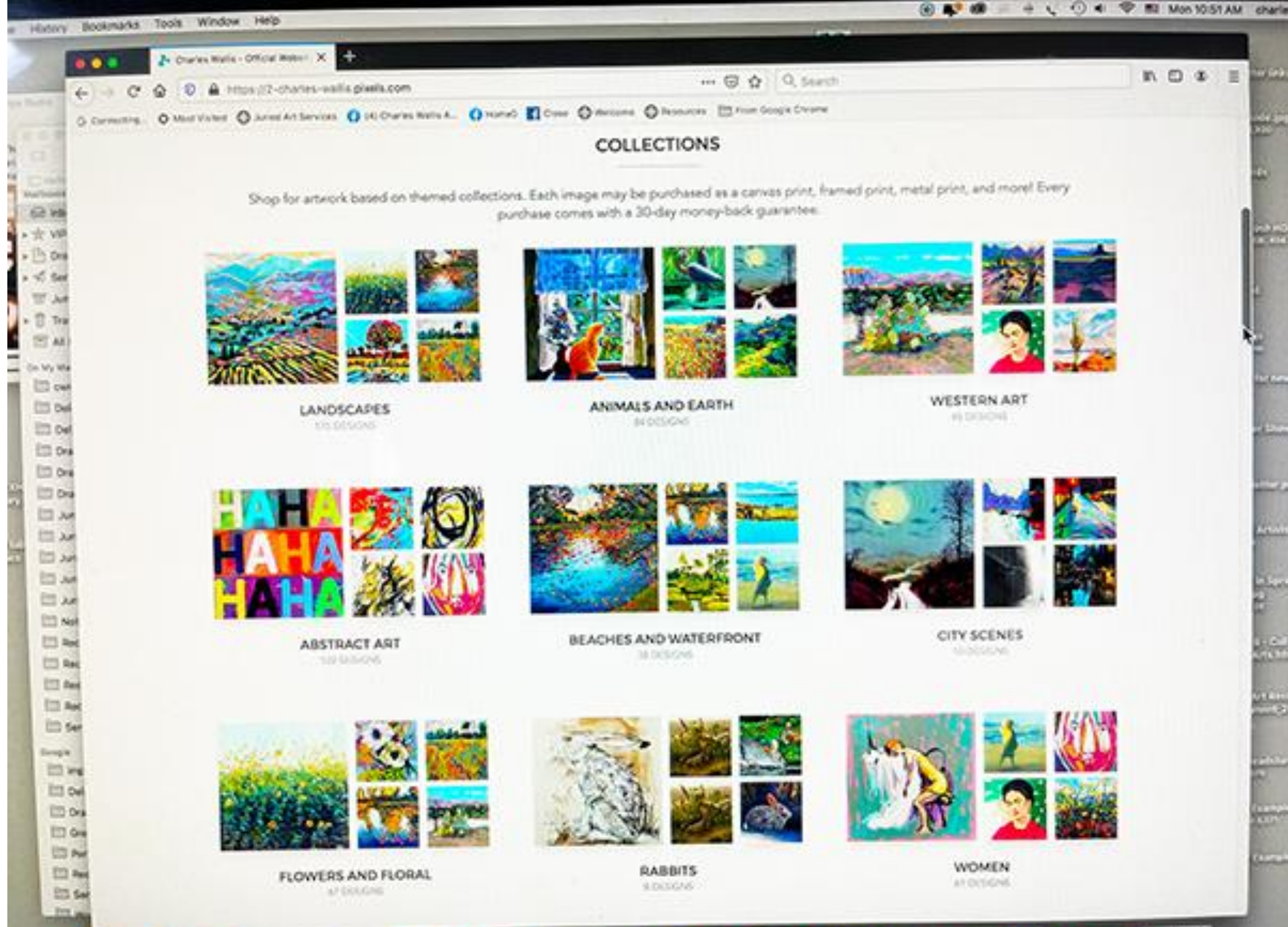


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Got it!







ARTWORK

Each image may be purchased as a canvas print, framed print, metal print, and more! Every purchase comes with a 30-day money-back guarantee.





Charles Wallis Art Space

@charleswallisart

- Home
- Reviews
- Photos
- Videos
- Posts
- Events
- About
- Community
- Shop
- Email Signup

Create a Page

This is what your Page looks like to a visitor. Switch back to your view to manage this Page.

Master Painter skilled in Impressionist Landscapes, Floral, Abstraction, and Animals

www.CharlesWallis.com



Liked Following Share

Contact Us

Send Message

Create Post



Write a post...

Photos/Video Tag Friends Check in

Photos



Artist

5.0 Always Great

Ask Charles Wallis Art Space

- "Can you tell me more about yourself?" Ask
- "Can I learn more about your background?" Ask
- "Are you available to chat?" Ask

Community

See All

- 414 people like this
- 827 people follow this
- Met Grimm and 172 other friends like this

About

See All



Charles Wallis Art Space

@charleswallisart

Home

Reviews

Photos

Videos

Posts

Events

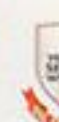
About

Community

Shop

Email Signup

Create a Page



Liked

Follow

Cha

Email

First N

Last N

Subs

Charles Wallis Artist Newsletter

Email Address

First Name

Last Name

Subscribe





Charles Wallis Art
Space

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- Events
- About
- Community
- Jobs
- Shop
- Email Signup
- Promote
- Visit Ad Center

1 - 12 of 375 (0.001 s)

Previous [1] 2 3 4 5 Next

Products

All



Medium

All



Collections

All



Size & Shape

All



Colors

All



Sort

All



The Valley Of Vineyards
Charles Wallis

\$16

Print



Sunflower Patch
Charles Wallis

\$16

Print



Dawn At The Pond
Charles Wallis

\$16

Print





Search



Close Welcome Resources From Google Chrome

Search



Charles



Manage Jobs

More

Edit Page Info

Settings

Help

Instagram account together with Business Suite.

[Go to Business Suite](#)

Link Your Page in Stories From Instagram

When your page is linked in an Instagram story that's shared to Facebook, the Facebook story can automatically link to your page at any time by going to Settings.

Impressionist Landscapes, Floral, Abstraction, and Animals

www.CharlesWallis.com



Pixel
14925633

Apple has announced changes to iOS 14 devices that will impact how we receive and process web events at Facebook. Once Apple releases their changes, we'll use our Aggregated Event Measurement protocol to process events from people on iOS 14 devices that are opted out of data sharing to help you optimize and understand the efficacy of your ad campaigns. By default, we've added up to 8 events on your domains that are recommended for your business, but you can manage these configurations in Events Manager. Visit the Resource Center for more information.

[Go to Resource Center](#)

Charles ASF Pixel 

Last 28 days

Create

Overview

Test Events

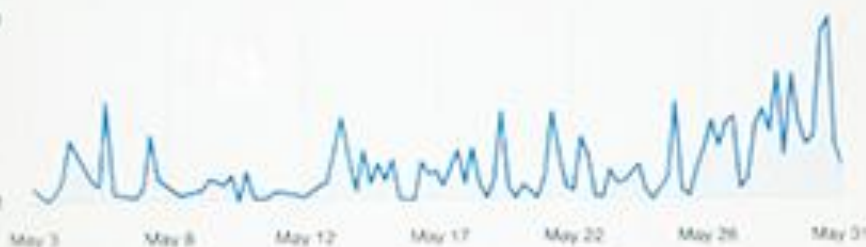
Diagnostics

History

Settings

All Activity

100



Pixel

170018114925633

2 Websites

www.charleswallis.com

+1 more

1 Active Integration

[Manage Integrations](#)

Add Events



Search by event

0/50

All events

Pixel/Conversions API

Aggregated Event Measurement

New

View all events received through the Facebook pixel and Conversions API.

Events



Used
by

Connection Method

Total Events



PageView

Browser

953



Fri May 7, 7:29am
Waco, Fifth & Franklin, 60X...
Reach 263



Wed May 19, 9:16am
Sunflower Patch, 24X24, ec...
Reach 245



Fri May 7, 7:29am
Waco, Fifth & Franklin, 60X...
Reach 232

[See Content Report](#)

Audience

Facebook Page Likes

814

Age & Gender



Instagram Followers

1.9K

Age & Gender



[View Audience Report](#)

How To Turn Your Art Into A
Business
107 items

Sunset crops creek.jpg
2,432 x 827px



Overview

Trends

Content

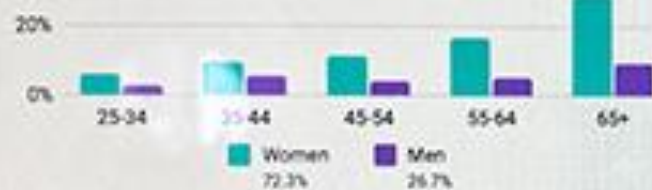
Audience

Audience

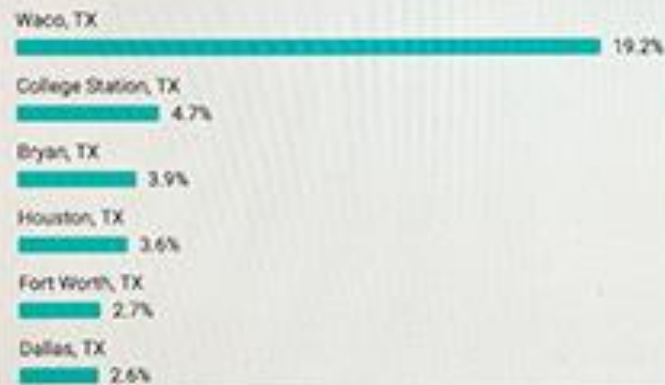
Facebook Page Likes

814

Age & Gender



Top Cities



Instagram Followers

1.9K

Age & Gender



Top Cities

How To Turn Your Art Into A
Business
100 pagesSunset crops creek.jpg
2,633 x 3,271

Business.facebook.com

- 1. Events Manager**
- 2. Set up FB Pixel**
- 3. Web events configuration**
- 4. Verify Domain**
- 5. Add Events**
- 6. THE ADVERTISING OBJECTIVE
MUST ALWAYS BE CONVERSION**
- 7. Create Ads or campaign**
- 8. Conversion event**

Other Veins to mine

1. Solo shows
2. Patrons/sponsors
3. Careful show choices
4. Trade shows

Solo Shows

1. A body of work that is cohesive
2. Create a presentation that includes bio, show statement, artist statement, examples of pieces, story of each, descrip. of others

**A series of 15 major paintings by Charles Wallis
to reveal the world of empaths and highly sensitive people**

I am an empathetic person.
I am more sensitive than most,
but I am by no means weak.
In fact, unusually strong.
I take to heart everything you say.
I am a good listener.
I also hear and feel what is not said,
plus what is true but will never be said.
This is true even in a group setting.
I am no more or less special than you,
but I am different from most you meet.
My keen intuition leads me.
I read you faster than you often read yourself,
but you struggle to read me.
I am patient, with a strong inner world.
I think volumes more than I express.
I need more time alone than most.
I am not shy, but I am a serious introvert.
I am usually comfortable being uncomfortable.
If you are making small talk,
I will be thinking many other things...
and you will not know it.
If you want to be part of my life,
tell me your hopes, your dreams and your fears.
Talk about your childhood.
Talk about your weird dreams, life and sex.
Tell me your most embarrassing experiences.
Tell me what you hate and what you love.
Tell me something about me that I have not told you.
Do this and you will have my undivided attention
and count you as someone I cherish.
I seek soul-to-soul connections,
but I am self-sufficient.
I will not ask for your help,
even when I want or need it.
Most of my relationships are one-sided,
giving expecting nothing in return.
Trust does not come easy for me.
I pay scant attention to your words,
some more to your actions
but rely on your patterns to know you.
I will put your needs ahead of my own.
I give you a million chances...
then slam the door shut so quietly
you will not hear or see it coming.
I will walk away drama free,
and never return.

Artist Self Portrait





Trying To Fit In

24" X 36", acrylic on canvas

*She said, "Don't you get
lonely in your own little world."
He said, "Don't you feel
powerless living in other
people's world."*

As an empath you are pressured daily (almost from the moment of awakening) to respond and conform to the outer world. But...admit it, you aren't like most of those around you. Not even close. Yet you frequently dress yourself up as one of them and do some of the same mindless things. The harder you try the more you feel like an outsider. Someone says "have a nice day" you watch their face, body language and tone to see if they are being real and you yearn to say something meaningful, but you do not want to be misunderstood...so you keep quiet. You can have a dozen different faces and your acquaintances will only know one or two.

You do not really connect with others easily and often feel out of place because what you are sensing through your intuition about those around you. You want to talk about the vibes your intuition is picking up but know it would be out of place because it what those around you are trying to cover up. You feel alone in the crowd. You are torn between your love for people and wanting to spend time with them and your ability to cope with all their stuff as its detriment to your mental health. For an empath to be their real selves would cause them to be misunderstood and exiled by many others.

About the Artist

Charles Wallis is a graduate of the Baylor University fine art program as well as outside courses during high school. After college he opened a graphic design studio beginning his career as a professional artist and taught graphic design courses at Baylor University in the evenings while in business. His paintings reflect mastery of his craft and versatility in a variety of styles and media. He paints in a traditional realistic style, as well as impressionistic and abstract.

ARTISTS STATEMENT: My art is the expression of my spirit to the spirit of others that connect with it. I seek to create a memory, a wish, a fantasy or moment of joy or peace in the soul of the viewer. I pursue ideas, color combinations or images that attract my attention in the abstract; or as an impression; and some paintings are just for the fun of presenting something in an unusual manner.

RECENT SHOWS AND AWARDS

November 2014 - Broadview Spectrum Of Nature Show, Ft. Worth, Winner of the Wild Bird Award.

April 4 - May 5, 2014 - Solo Show at Papillons Antiques, Gifts, Art of 50 paintings

February 2014 - ArtistTable Juried Show, In and Out Of The Zoo, International

January 2014 - BYA.L Juried Art Show

August 2013 - 2013 International Landscape Competition, Award of Special Merit in the annual Light, Space and Time Gallery juried show.

June 2013 - Nature or Wildlife Exhibition, St. Augustine, juried into the the annual national show.

May 2013 - Juried into the annual Texas Spirit Art Show.

May 2012 - Nature Art Exhibition, Winner of overall First Place and Winner of First Place in the painting category in this photography and art juried exhibit sponsored by the Light, Space and Time Gallery.

February 2012 - Woodlands Art Trust, "Snow Leopards Protects Her Cubs" was chosen as one of 20 painting Exhibition and received a People's Choice Award and purchased by the Trust.

February 2012 - Western Spirit Art Show, Old West Museum, Cheyenne WY featured three of the artist works.

November 2011 - The Artistic Circle Spirit Totem Exhibition, received "Honorable Mention" recognition among the entries.

November 2011 to February 2012 - The Art Center of Waco Invitational Exhibit,

March 2011 - Western Spirit Art Show, Old West Museum, Cheyenne WY

April 2011 - His work was shown in the Spring/Summer issue of Artist Portfolio Magazine.

January 2011 - 2011 International Juried Realism Art Show, He received Honorable Mention for his wildlife paintings.

September 2010 - 9th Annual National Wildlife Show sponsored by the Living Art Association. First place in the oil painting category.

How do you
create relationships
that become fans
and then buyers?

They won't care how
much you know until
they know how much
you care about them!

Here is the big

SECRET...





You must stay in contact.

Did you get their email address, mailing address, phone number and what was their interest in art?

How do you have a conversation with a visitor to your booth that takes them through awareness, education to action?

An abstract graphic in the bottom right corner consisting of several overlapping, diagonal brushstrokes. The colors are primarily light blue, teal, and brownish-grey, with some white space visible between the strokes, giving it a textured, painterly appearance.

A large, expressive purple brushstroke graphic, resembling a feather or a thick paint stroke, is positioned at the top of the image. It has a textured, layered appearance with varying shades of purple and pink.

Sales are not convincing
someone to buy something
that they may not want...

A thick, vertical red brushstroke is positioned on the left side of the image, extending from the top to the bottom. The stroke has a textured, painterly appearance with varying shades of red and some white highlights.

...professional sales
is removing barriers that
an interested customer
may have between
them and a purchase.

Possible Barriers To Remove

1. They are afraid you are going to try to sell them a painting
2. People are insecure about selecting art
3. Not sure if the colors will go well in decor
4. They just had an argument with their spouse in another booth
5. They have an agreement not to make a major purchase alone
6. They were coming to buy, but dinged a fender in the parking lot

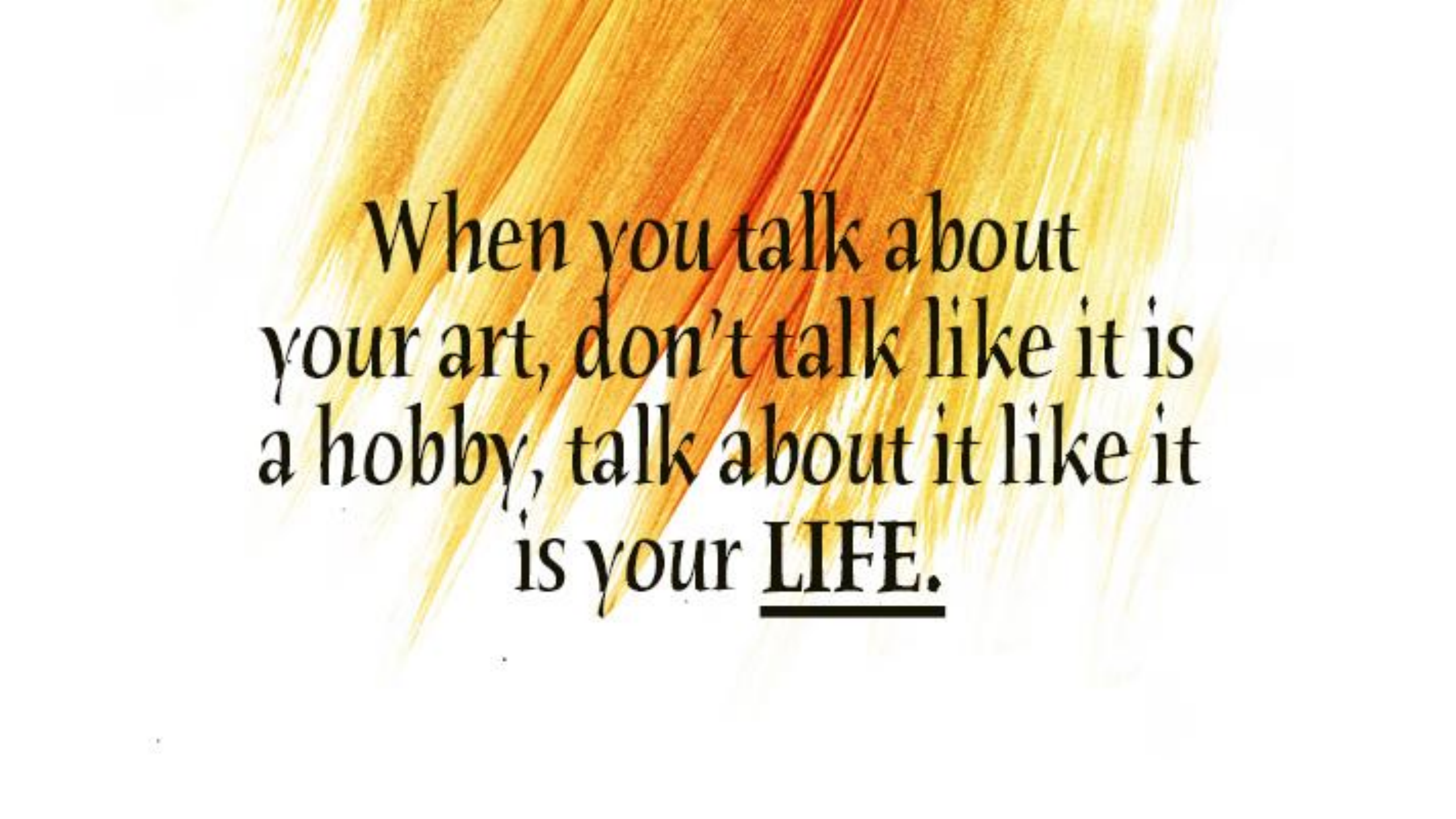
7. Their kid is sick at home
8. Snuggles the cat threw up
9. If they bought it how would they get it home...it is too big for the car
10. They are from out of town
11. How many more can you think of...

So what do you do?

A soft, abstract watercolor wash in shades of purple and pink, with some darker, more saturated areas and lighter, airy edges, creating a dreamy and artistic background.

YOU MUST LEAD
THE RELATIONSHIP

*You create value beyond the
art with your interest in them
so they develop an interest
in you.*



When you talk about
your art, don't talk like it is
a hobby, talk about it like it
is your LIFE.



Describe your art as if
the reader is **BLIND**.

Describe the mood and visual
characteristics...

Always describe the colors and
their effects...



Put yourself in the mindset
of the average person so you
can say things like...*"this would
make a striking piece for the entry
that would spark your guests
interest and it tells a good story"*

Art is not passive...
what does this piece of art do
...charms, inspires, relaxes...

Use action words!

**How would you react if
somenewhen walked up to you
at a show or exhibit and said...**

STATEMENT A

I love your art.

I love your creativity.

I love your style.

Your work is so beautiful.

You are so talented.

STATEMENT B

You are why I came today
I have enjoyed your work for years
I bought from you last year
This is the perfect size for my wall
I love the way this is framed

STATEMENT C

Can this be hung outdoors?

Do you have prints?

Can this be framed or unframed?

Do you accept commissions?

Do you ship?

Will you take payments?

STATEMENT D

Do you have a website?

Do you have a business card?

Do you have a brochure?

More tips on leading a sale

Be casual in conversation

Greet, explore and shut up

Don't be needy

Give your opinion confidently

Become a trusted advisor

Assume the expert role

Hone in on what they are thinking, align and redirect

Always ask a closing question as soon as you can

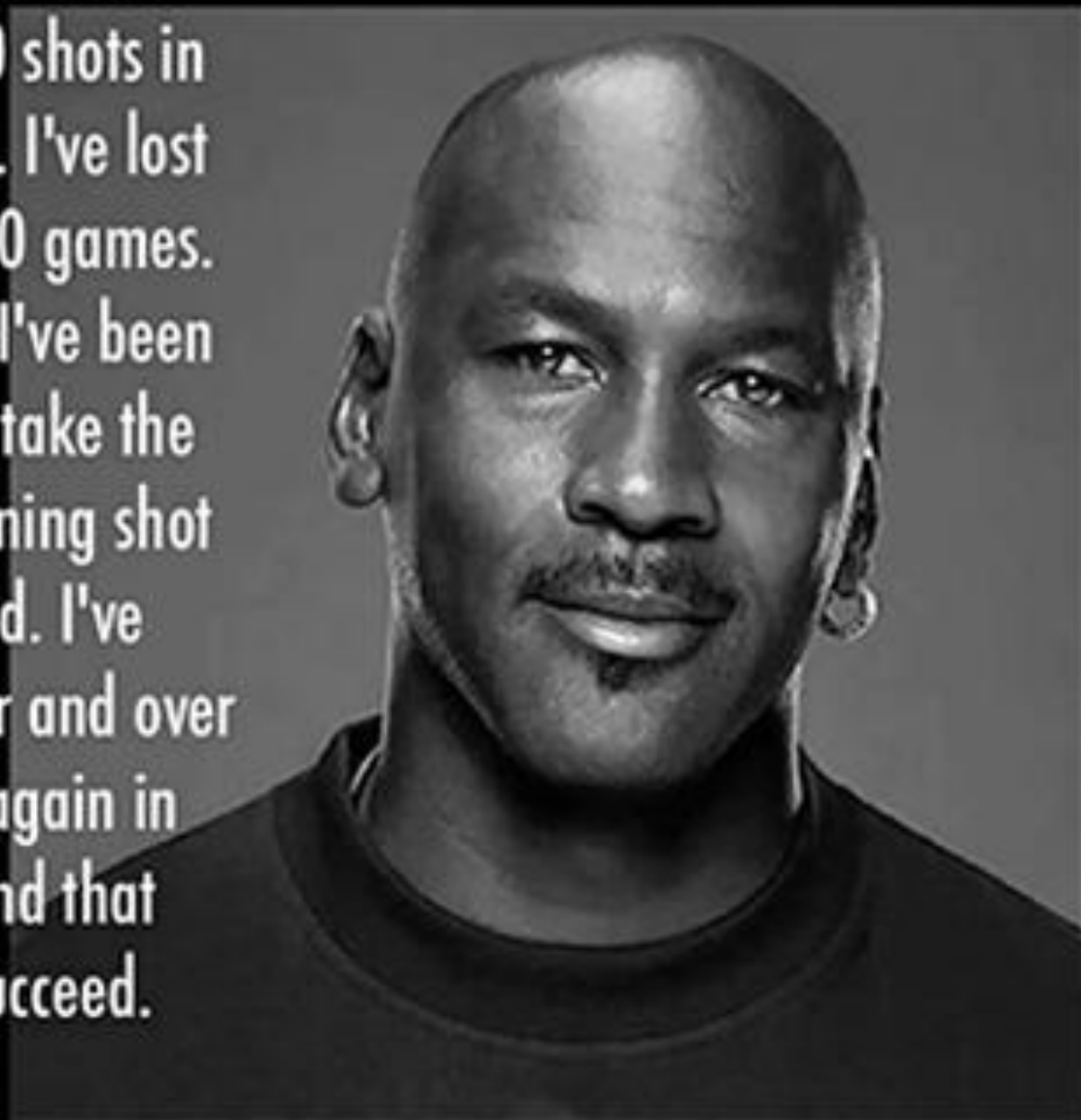
(It can even be the first question)

A thick, expressive red brushstroke, resembling a paint stroke, runs diagonally across the upper half of the image. It has a textured, slightly irregular edge, giving it a hand-painted appearance. The color is a vibrant red, and it's set against a plain white background.

**If you
don't think
you can...**

Then you must!

I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.



- Michael Jordan -





*You
Your Art*

Awareness, Education, Action

Your Buyers