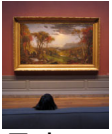


Art / Photography Agent

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Talented artists and photographers are usually too busy producing work to handle marketing and sales at the same time. For this service they rely on an art agent. Agents usually represent several artists or photographers and sell their works to a wide range of people, including art gallery owners, art publications and catalogues. If you have the unique combination of an art knowledge and a love of sales there are artists and photographers looking for you right now!

Before The Start-Up - Let's Not Get Ahead Of Ourselves

Your success as an art agent is entirely dependent on your knowledge of art and the sale of art. If you have a thorough knowledge of art and its sale then you're perfectly positioned for becoming an agent. If not we recommend you first learn the basics and what makes good art. You should also get familiar with popular art galleries and publications. The art world is tight knit, so attend as many openings as you can and start networking!

The Start-Up

Picking the artists you will represent is the most important phase of your start-up. Up and coming artists without an agent will most likely be your first clients, established artists are unlikely to partner with an untested agent. How you promote your artists is up to you, the more traditional method involves selling your artists work to gallery owners and art catalogues and markets. Have plenty of high quality slides of your artists work along with their resumes.

The internet has changed the way an art agent can do business. If you have sufficient start-up capital, start your own website with your artist's work well displayed and categorized. Make sure your site is developed with an easy to use content management system for effortless updating and usage.

Whatever combination you decide on you'll need a work space, desk, computer, internet connection, copier and fax machine, digital camera and office stationary (business cards, letterhead, invoice and quote templates). As with all mobile jobs a mobile phone will prove invaluable.

Making It Work

Reduce your risk of not earning a steady income by partnering with a wide range of artists. A long shot artist could potentially make you very wealthy and be worth the risk, just ensure the majority of your artists are less risky ventures. A wide range also implies artists from more than one genre or style of art.

Marketing

The art world is small and tight knit; actively market yourself and your services at gallery openings, social events and similar gatherings. Market your website aggressively on all promotional materials and consider learning to run a pay per click ad campaign like Google AdWords or Yahoo's Overture. Always carry plenty of business cards and keep an eye out for new artist's to represent.

Don't Forget

Agents usually take a commission on each sale of 20%, never begin work for an artist before you've both signed a contract establishing the exact terms of your agreement. This will ensure that neither you nor the artist can be cheated and reduces the risk of arguments and disagreements later on in your working relationship.