December Coaching Call Transcript

Cory: Hey there everybody, it’s Cory. Let’s see, we’ve got three people live on here today. So, slow time of the year. Joe, Kume, Will, glad you’re all here. We did not have a set agenda for today’s coaching call, it was more of an open Q&A. I don’t see any questions, so if any of you do have questions, feel free to pop into the chat. Yeah. Alright. Well I don’t see anybody live- I see a few people, hi [unintelligible], he just joined. As I mentioned just a minute ago, sorry we had to go live so late, I got stuck in traffic and my wifi was down. If you do have questions, feel free to post those in the chat, and I’m happy to talk through it with you, otherwise, you know, if nobody has questions we’ll just go ahead and end early and we can schedule another coaching call.

Hey there everybody who just joined. If you do have questions, if you do have questions, whoops. Questions, feel free to pop them in the chat here. This was supposed to be an open Q&A, but I’ve kind of goofed it by showing up late because of traffic problems.

Alright, well, I hope all of your Christmas and holiday seasons are going well, Christmas, whatever you happen to celebrate. I’m looking forward to a little bit of a break from all of the madness, and I hope that all of you are having a good time, I hope that your Christmas orders are being delivered well, getting all of your Christmas gifts out on time. I hope [unintelligible], unless anyone has anything we’ll just go ahead and wrap up.

Wanru says “I’m selling prints but I want to sell more originals, should I start selling small ones?”

Wanru, I’ll just invite you on screen, and if you want to join me on screen that’s fine and if you don’t that’s fine too.

So essentially Wanru, if, oh, it says that your device is incompatible so I can’t invite you onscreen. So to answer your question, yeah. You can totally start by selling small originals and that gives you the ability to start talking to people about your originals and start, and just get started selling. Remember when we talked a couple of weeks ago on the course kickoff call, or on our two day workshop, you’re sort of just getting started with your sales, so definitely just get out there and just start offering the small originals, the full size originals. I don’t think you need to change the size that you’re already working in, you can certainly just offer the originals, you know, whatever originals you used to create the prints, you can sell just those originals. You don’t’ need to create new originals to sell. If your prints are selling, your originals will sell. So you asked how much should I charge? Generally speaking, it’s some multiple of your print price, right? So if your prints are $100, your original should be going for you know at least $500. If you’re selling $100 prints and there’s a lot of demand for your work, you know, your original piece might be a thousand dollars or more. But it’s totally fine to start with like $500 and go from there.

So hopefully that answers that question.

Alright, I’ll put you on if you want to join me. And if you have more questions feel free to join us. If anybody else has questions, this is supposed to be a Q&A call, I got here late so my apologies. And feel free to pop in if you have additional questions.

Hi Wanru, ni hao.

Wanru: Hi, ni hao. So I was thinking I want to sell more originals cause I find the prints totally, the work is totally too much for me and I feel so tired of doing, a special, I have like now I have 200, over 200 of the paintings, and they are just too loading them up online and I’m still going to do it cause I just started, I want to have some security, like selling for at least every month to have something to , income for that.

Cory: Did you hear, I know you were switching devices, did you hear my answer?

Wanru: Yeah, kind of like, I should sell 100, like?

Cory: So what are you selling your prints for right now?

Wanru: So the prints, the circle ones, those ones, those are $28 for this size, I offer many sizes, so just, cause if I added one then it doesn’t matter, I just offer a lot of sizes.

Cory: So generally speaking, generally speaking like your original prices should be 5-10 times what your print prices are.

Wanru: 5-10 times?!

Cory: Yeah. Yeah.

Wanru: So I should sell around $280?

Cory: Mmhmm, yeah. And if that feels crazy, like if that makes you want to panic then start with $20.

Wanru: I know they are actually they are really, I find that they are really good cause some have really fine details, and can I do like not so good painting? Like a lower price? And charge a different price for the same subject?

Cory: So Wanru, I want you to get rid of this idea that $280 is an expensive painting. That’s not an expensive painting.

Wanru: Hold on, like, just. Okay, this is actually the real original, so they are only this big. And I was just thinking, cause they are, some are really simple and some are like,

Cory: It’s okay. It doesn’t matter, like $280 for an original piece of art is very cheap.

Wanru: But I want to charge more for something good like a really details, like those ones, like, I would like to charge over $400.

Cory: Okay, so we’re gonna get rid of the idea of charging by detail or by how complex the piece is, and you’re going to charge by size.

Wanru: They’re all the same size.

Cory: Right. So you need to come up with a price that compensates you for your best pieces, for your most complex pieces. And then keep the price the same across all sizes.

Wanru: Okay, why is that?

Cory: It’s too confusing for non-artists.

Wanru: But I just- I don’t know, cause they are so different, so like, this-oops.

Cory: You’ve turned your video off. There you are.

Wanru: Okay, so they’re the same one, right? Will pay for- cause I won’t charge way more for like, the detail-

Cory: It honestly doesn’t matter. It doesn’t matter. Charge the same price. Charge whatever you feel is fair for the better piece, and charge the same price for both of them, cause they’re the same price.

Wanru: So how much I should charge?

Cory: What do you think is a fair price for your best piece?

Wanru: I think I have a bad connection in this room so I’m going to move to another room.

Cory: So my question is what do you think is a fair price for your best piece?

Wanru: Ugh! I think I would like to charge at least around like $400-$500 overall for the really good ones.

Cory: Great. How would you feel about charging $500 for all of your originals?

Wanru: I’m worried people won’t buy any!

Cory: So if people are willing to pay $30 for a print, $500 is not crazy for an original piece.

Wanru: Really? Cause I charge $38 for the bigger size prints, but the same thing. And I don’t know, like how-

Cory: Yeah, so the real thing that matters here Wanru, are you still there? Yeah. The real thing that matters here is not the size of the piece. The thing that matters is whether or not they like your work and whether or not they like you.

Wanru: Oh. That’s more hard. So I have also have a bigger one- this is the thing, if I charge those ones then I have the bigger ones, like the new one I’m working on,

Cory: You have to charge more for the bigger ones, yeah.

Wanru: I was thinking of charging those like $400-$500 and then-

Cory: So what you want to do is you want to take your linear inch formula and charge based on that. So what’s the length plus the width of your piece, add that together, so what is it, like 3x4? What’s the size of the piece?

Wanru: The small one? Only the circle or the whole piece of paper?

Cory: Let’s call it the piece of paper for now, just for simplicity’s sake.

Wanru: It’s 5x7 inches.

Cory: Okay, 5x7, you add that together, that’s 12, so $500 divided by 12, that’s $60, right?

Wanru: That’s expensive.

Cory: Yeah, so $60 per square inch, and then you multiply that, your bigger pieces by that. So if your big piece is 8x10, then that’s 18x60. Whatever that price comes out to. $740 or something like that.

Wanru: But that one is like 22x28 inches.

Cory: So 22x28 is 40, 40 times 60 is $2400.

Wanru: Like those ones.

Cory: Mmhmm. You need to have uniform pricing for all of your work across the sizes.

Wanru: Mm.

Cory: Yeah. So if $2400 is crazy, too expensive, and you don’t feel like you can sell that, then maybe scale it down a little bit and scale the rest of your pieces down a little bit, because your pricing needs to make sense across your body of work. Or else you need to raise your prices on your prints.

Wanru: I can’t! I really don’t feel comfortable cause I really just want- cause my strategy is I have like my originals bigger sized like, at the same level as the other artists similar kind for their price, like people the same. And my small ones, that’s why, sorry, this is really bright, my small one is-

Cory: That’s fine. I don’t w ant to get into a discussion about it, the answer to your question is about what should you charge for originals, is it should be 5-10 times your print prices, and it should make sense across your entire body of work.

Wanru: Mm.

Cory: So I want you to sit down and pencil out your pricing across all of your sizes and then I want you to share it over in the association group and tag me when you do so that I can see it.

Wanru: Okay, and I also haven’t sold any originals of the small ones cause I was just thinking to approach it to the galleries and stuff, should I-

Cory: Your prices are too low for good galleries.

Wanru: I haven’t priced, I haven’t put the originals on, but I’m starting to be panicked now cause I have so many the people been asking me for, they been interested for originals and then I was like I don’t know my plans yet, cause I- original plan was like wait to the whole 360 pieces to ask any galleries would they like to host a show for me.

Cory: You don’t need a gallery to sell the originals. If people are asking you for the originals, sell them the originals. You don’t need a gallery.

Wanru: But then I won’t have enough originals to host a show, my painting will be missing.

Cory: You can host a show with sold pieces.

Wanru: But they would be shipped away. I have to tell them to wait?

Cory: That’s fine. That’s fine. You can either tell them to wait, or you can do, you don’t need 300 pieces to do a show. You only need like 20 or 30 pieces to do a show.

Wanru: What? Really?

Cory: Yeah.

Wanru: Why is that?

Cory: That’s just the requirement. You don’t need 300 pieces.

Wanru: Oh. So I can start- so I already told people I was painting for the show, and now I change my mind?

Cory: Yeah. You can change your mind.

Wanru: What do I say on Instagram? I say I change my mind, I’m going to sell originals?

Cory: If people are already messaging you and telling them you want to buy from you, message them back and say yes the piece of available, this is the price and let them know that you may want to include the piece in a future show, but that you’ll ship it to them now. And then later on, if you decide, if you need the piece back if they’re close by, you can borrow the piece from them. But if they’re far away, that’s fine, ship it off, make the money now, don’t worry about it. The whole point of doing a show is to make money from the work. And if you can make the money now, then don’t worry about it. You can always make more work. Like if you start selling a whole bunch of art now, and then a gallery says they want to do a show with you, you can make more work because you’re selling more work, right?

Wanru: But they won’t be the, like the project anymore. And it will be still okay? If they, cause I got the idea of the person who’s doing the whole year’s thing of like a miniature paintings, like oh that’s a good idea.

Cory: Okay, so you don’t have to show every single piece you created. If you do a yearlong project and then you do a show at the end of that year, your show does not have to contain every single piece.

Wanru: But my best piece-

Cory: That’s okay! That’s okay! You can even make a print of the best piece, like if you sell pieces, you could make a print of the pieces that are already sold and show the print during the show. And you could have a little note that says the original was already sold to a private collector. This is very common, every artist does this.

Wanru: Really?

Cory: Yes.

Wanru: I don’t know. Somewhere where I read they said they only take originals, why I’m so worried about it.

Cory: You will have a large collection of originals. If you make work for a year, you will have a very large collection of originals.

Wanru: I have a lot.

Cory: Yeah, there’s no reason to wait until a year from now to do a show and then sell your work. That’s just- there’s no reason to.

Wanru: Okay, and then I have, I wanted to sell some of my originals small like small originals like painted on the beach and I was thinking what’s the newsletter that, like oh I can have like people go to the newsletter and I will first post this, like those originals, but I don’t have enough people on m newsletter. So should I go ahead and just post on Instagram to sell it?

Cory: You can email people on your newsletter even if you only have a few. You don’t have to have hundreds of people. But yes, posting to Instagram’s a good way to expand that. Yeah, post it to your newsletter and to Instagram, that’s fine.

Wanru: So after I send the newsletter to the people on my list, how long should I sell them like to go to public?

Cory: One day.

Wanru: Only one day?

Copry: Yeah, email, say hey I’m sending this to you first, and tomorrow I’ll be posting it to the public. Let me know if you want it.

Wanru: Okay. I thought I would be giving people some time to think about it.

Cory: No. If they want it, they will buy it now.

Wanru: Yeah, okay. One day. And can I discount say like, this is the special offer just for people who are on my list?

Cory: Don’t offer discounts.

Wanru: No, don’t?

Cory: No discounts on originals.

Wanru: Oh, never?

Cory: Unless the person is already a collector and they’re buying multiple pieces from you, then you might offer a discount.

Wanru: Okay. I will remember that. So no discount on my- so glad I talked to you, cause I was like so not sure about this, should I discount or not. How I can get people to sign my- cause I said if you sign up for my newsletter you get 20% off all my cards, new cards, and nobody signed up.

Cory: That’s just because you don’t have a big enough audience yet.

Wanru: Okay.

Cory: Yeah.

Wanru: So how many audiences, people actually get more, actually work on Instagram? Cause it-

Cory: Yeah. So I’m gonna say, Wanru, go to the- have you done the How to Sell Your Art Online 301 program? You should have access to that program. Go through that and that will answer your social media questions.

Wanru: Okay, sorry about that.

Cory: No, it’s fine! You don’t need to apologize. I’m just giving you a resource.

Wanru: Yes, I’m on 201.

Cory: Great.

Wanru: It’s so much things, I thought you’re so smart.

Cory: Oh, it’s not that I’m so smart, it’s just that I’ve talked to a lot of artists.

Wanru: Oh I need to do this, do this, do this, so much things, I don’t want to do any.

Cory: Pick, each week pick one thing to do and do it. You don’t have to do all the things at once.

Wanru: Yes, that makes sense.

Cory: Yeah, alright Wanru. Well I’m gonna answer the next question.

W; Okay, sorry. Is anybody else, oh, I don’t know. Bye! Thank you very much!

Cory: Alright, thanks so much Wanru. Alright Will, I see your question about your [unintelligible], could you- I’m gonna invite you on screen, and then can you please share [unintelligible]. Make sure you’re still- okay. Just waiting for Will to join us here. Will it says you’ve accepted and connecting, while you’re waiting for that to connect will you please put a link to your website in the chat? There we go. Willenns.com. I’m gonna share my screen so other people can see what I’m talking about. Oops- just kidding, I guess I can’t cause I’m in Firefox. Okay, well, Will asked “could you take a look at the website and give feedback on it?”

Yeah, alright. Excuse me. Congratulations on being, on missing a coaching call cause you were out selling art, that’s great. So the website has your art there on homepage, that’s great. About Will, I will say like, I like the wood grain background of the site, but this blue text on this light background is a little bit difficult to read. Black text is much better, this blue text is a little difficult to read. Let’s see. So, oh, feedback from people, this is great. And just looking at various parts of your site here. Um, Will, I can’t see you. It still says accepted and connecting. So you do need to be on Firefox or chrome in order to be broadcasting, or on the mobile app. Alright. So looking at this, this is cool stuff. I like this, Will. Alright. So you’ve got a nice gallery of all your images, that’s great, all these wine pieces are awesome and fun. This car doesn’t go with the wine pieces, so I would probably put the car in a different collection, but otherwise it looks good. And then, canvas reproduction, oh so this is a print that you’re selling for $280, that’s awesome. Yeah, the site looks good. Yeah, this all looks good. Yeah, I like the way this is laid out. Yeah, you’re doing a good job here. You’ve got your studio hours at home, everyday 9-5, that’s too much. Give yourself a day off. Good heavens. Follow us on Facebook. And click on the about section. So there’s nothing about you, I don’t see just like a bio about you. And then you’ve got the opt-in for your email list, great. Yeah, I mean this is not the best web design in the world, but this is fine. If there are specific questions you have, I’m happy to answer those questions, but you know you’re doing a lot of the right things, so I’m not too worried about it. You have an easy way for people to buy your work and you know, when people are ready to buy, I have no problem with your site, you know. Eventually when you decide to do something besides what you’re doing right now, if you decide to add additional styles of art or additional, you know, if you add a lot more inventory or if you decide to start doing commission work you might want to make some changes to your site, but I think it’s fine as it is right now. I wouldn’t worry about it too much.

Alright. Got just a few minutes left, if anybody else has any additional questions, feel free to pop in, otherwise I hope that you all enjoy, hope you enjoy the holidays, I hope you have a good time, I hope you’re giving yourself the space to take some time off, this is a big realization for me this last weekend was that I need to give myself more space to take time off, so I hope that all of you are doing the same. We give advice that we most need to hear, is what I understand. But again, thank you very much everybody, and we will talk to you again very soon.