

I must admit, I'm tired of commercial interests exploiting artists so they can get "exposure." From a purely business perspective, the artist is providing content for the businesses to make money. In most cases, it is to create a platform for advertising which goes to the business owner and **NOT** the artists. Then we pay for this "privilege" of supporting the business venture.

Advertising, marketing, and promotions work, but I don't know many artists, or galleries for that matter, that effectively promote their art. Coca-Cola spent 2.6 billion dollars on advertising in 2006 and will pay millions of dollars for 30 seconds of ad time during the Super Bowl to reach over 1 billion viewers globally and they still struggle to grow their business. Why do artists fall for the false pretense that simply getting a picture of their work into public will lead to sales?

For most artists, advertising is wasted money and not a wise business expense. Most of us should pursue marketing opportunities, and we should continually promote ourselves, but once again I see very few artists who effectively promote their business. Yes "Business!" If you want to sell your art work, you are in business and should think like a business person and not hoping that getting "exposure," is going to sell work. The only business succeeding when the word "exposure" is used is the person collecting your entry fee!

I've witnessed over and over businesses who will spend thousands of dollars on catering or landscaping and then expect the artists to give an image or place a piece for free OR worse, pay a fee. Why do we pay to place work in exhibitions or get "exposure?!!!!"

My plea, at least be aware of what you're doing. You are paying for **experience** and not exposure. Believe it or not, any successful business does not rely on the "stumble factor," of hopefully the right person walking by and seeing this amazing work that they just have to buy. Home Depot recognizes that one of their greatest losses in sales is people not able to easily pay for products. Lines at cash registers or limited number of cashiers literally leads to missed sales. So we think by placing a piece of art in landscaping or the lobby of an office building is going to get us "exposure," and sell the art. Geez!

Once you've grown tired of paying for your experience, I'd encourage you to start approaching your art like a business and make wise decisions to sell your work.

I'd encourage you to keep the dialogue going.

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