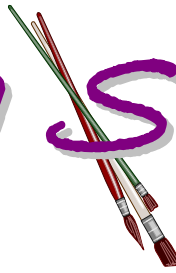




# Brush Strokes



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## SHARPEN YOUR SKILLS AND START PROMOTING YOUR WORK



Join a national watercolor organization—subscribe to a watercolor magazine and find out where the shows are—then start entering the shows. Belong to a local watercolor organization with local shows. Price your work a little above what you think it is worth and SHOW it.

Begin by getting your paintings out there where they can be seen. Find your niche.

The painting on the left and many others this girl has painted of animals are just perfect for gaining a niche in the market. She now has a business card with the title “Pet Portraits” by Penny. (That’s Penny Reasor with a phone number.) She does beautiful cats, dogs, and any pet that you have and would like a portrait of to hang on your wall.

Jo Marie Brotherton from my group has already made a name for herself with her local scenery from the Smoky Mountains. She has been selling her work for as much as \$400 a painting for a half sheet size, framed and ready to hang. She joined a local watercolor group and entered a two-day event here in our town called “Bloomsbury” and made three sales. The first one to sell

was an outstanding piece showing the rhododendrons in bloom all around the mountain area, and of course it was Mother’s Day weekend so many paintings from several artists were moving that day. If you have the good fortune to be near the Great Smoky Mountain National Park that’s where a lot of paintings and other memorabilia is moving fast. The painting to the right is titled “Mountain Spring” and it is one that sold in the show mentioned above.

Get out there and promote your paintings. Design a flyer made with several small pictures of your paintings and place it in mailboxes in your neighborhood or drop it off in shops near whatever tourist attraction you have in your area.

This is another way to add to your income so get out there and do it! That’s what you are struggling for. Start out by pricing the work (quarter sheet without a frame) for just over \$100 and then higher as your paintings get more in demand.

