



HOW TO SELL YOURSELF

Today, more than ever before, it is possible to sell art yourself. About 6 billion dollars of art is sold online every year. Over 100 online selling services compete for your business. The best known is of course Ebay. While Ebay specializes in low and medium values other venues specialize in higher priced artworks. Some have an auction format while others offer fixed prices.

What it takes to successfully sell online is mostly excellent photos, many of them, and a clear and extensive description of the art and its condition.

The main difficulties are how and when payment will be made and the handling of returns.

There are other ways to sell, but they are not do-it-yourself methods. They require contacts, connections and the participation of art professionals.