

# **5 Mistakes Artists Make When Trying to Sell Their Work**

**(And What to Do Instead)**

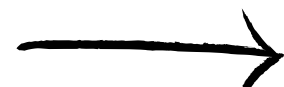
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Intro

## HEY, I SEE YOU



If you're reading this, you're probably a passionate artist.  
Someone who creates with heart and intuition, but who also wants their work to be seen, valued... and yes, sold.  
I've been there.  
Creating beautiful pieces that nobody knew about.  
Posting on Instagram and hoping something would happen.  
It didn't.  
Until I changed the way I looked at my art, and at myself as an artist.  
This short guide is meant to help you take that same step.  
Let's talk about the 5 biggest mistakes I see artists make when trying to turn their art into a business, and what to do instead.





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# ✗ Mistake 1:

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## **WAITING UNTIL YOUR WORK FEELS “PERFECT”**

You hold back from showing your art because it's not quite there yet.  
You keep tweaking, adjusting, doubting.

*The truth:*

Perfection is a trap. And it's often fear in disguise: fear of judgment, rejection, failure.

*What to do instead:*

Done is better than perfect. Show your process. Show your growth.  
Your “not finished” might be exactly what someone else needs to see.



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## ✗ Mistake 2:

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# JUST POSTING AND HOPING

You post a painting, write “Available,” and... nothing.  
You wait. Refresh. Check likes. Still nothing.

*The truth:*

Posting is not the same as selling. Instagram is a powerful tool, but only if you use it intentionally.

*What to do instead:*

Tell a story. Show where the piece came from.

Talk about how it might feel in someone’s home.

Make it easy for people to imagine it in their life and to reach out to you.





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## ✗ Mistake 3:

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### NOT HAVING A CLEAR OFFER

Many artists create, but never really say:

“Here’s what I offer, here’s how you can buy it, and here’s what it costs.”

*The truth:*

If you don’t treat your art as a real offer, nobody else will.

*What to do instead:*

Be clear. Offer originals, commissions, prints, payment plans... whatever fits you.

But make it concrete. Own the value of what you do.



## ✗ Mistake 4:

# ONLY SHOWING, NEVER CONNECTING

It's easy to fall into the trap of just sharing photos of your art without really being there.

*The truth:*

People don't buy art. They buy connection. They buy emotion.  
They buy you.

*What to do instead:*

Share stories. Let people into your world. Be human.  
You don't need to overshare, just enough to make them feel something.





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# ✗ Mistake 5:

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## TRYING TO DO IT ALL ALONE

You're an artist, not a marketing agency.

Trying to figure everything out by yourself is overwhelming and often leads to burnout.

*The truth:*

Support is a shortcut. The right guidance can save you years of trial and error.

*What to do instead:*

Find someone who's a few steps ahead. Ask questions. Learn from others. You don't have to walk this path alone.





What's  
next?

If any of these mistakes felt familiar, good.

That means you're self-aware enough to grow beyond them.

This guide is just the beginning.

Right now, I'm working on a paid mini e-book that dives deeper into the exact steps I used to build my own art business without losing my creative freedom.

It's short, practical, and designed for artists who want real clarity on how to grow their income with their art.

This paid guide will be available soon.

Keep an eye on @artistbusinessblueprint for the launch, or send me a DM if you want to be added to the early access list.

Let's build something sustainable !

Frank