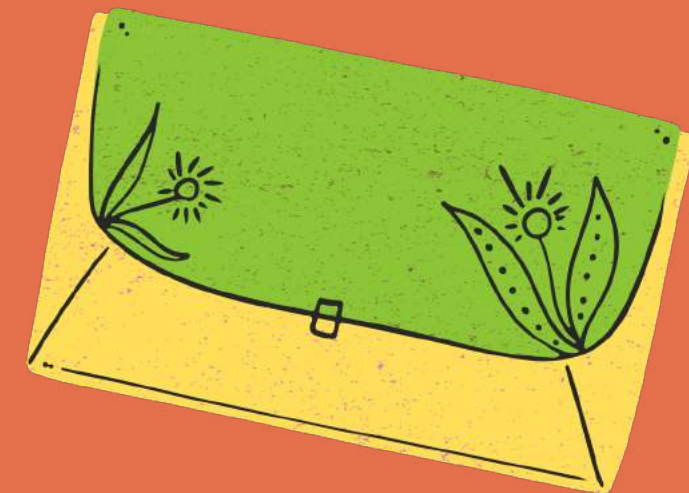


BEYOND THE MUG:

Merchandising Your Art

JENNIFER MOSS - YOSEMITE SIERRA ARTISTS





- The Power of Merchandising
- What Can You Make?
- Merch Production & Vendors
- Successful Merch Strategies
- Digital Products
- Challenges
- Marketing & Pricing Your Merch
- Case Studies & Examples

Intro

What have you created?

What has been your most successful item?

Show & Tell



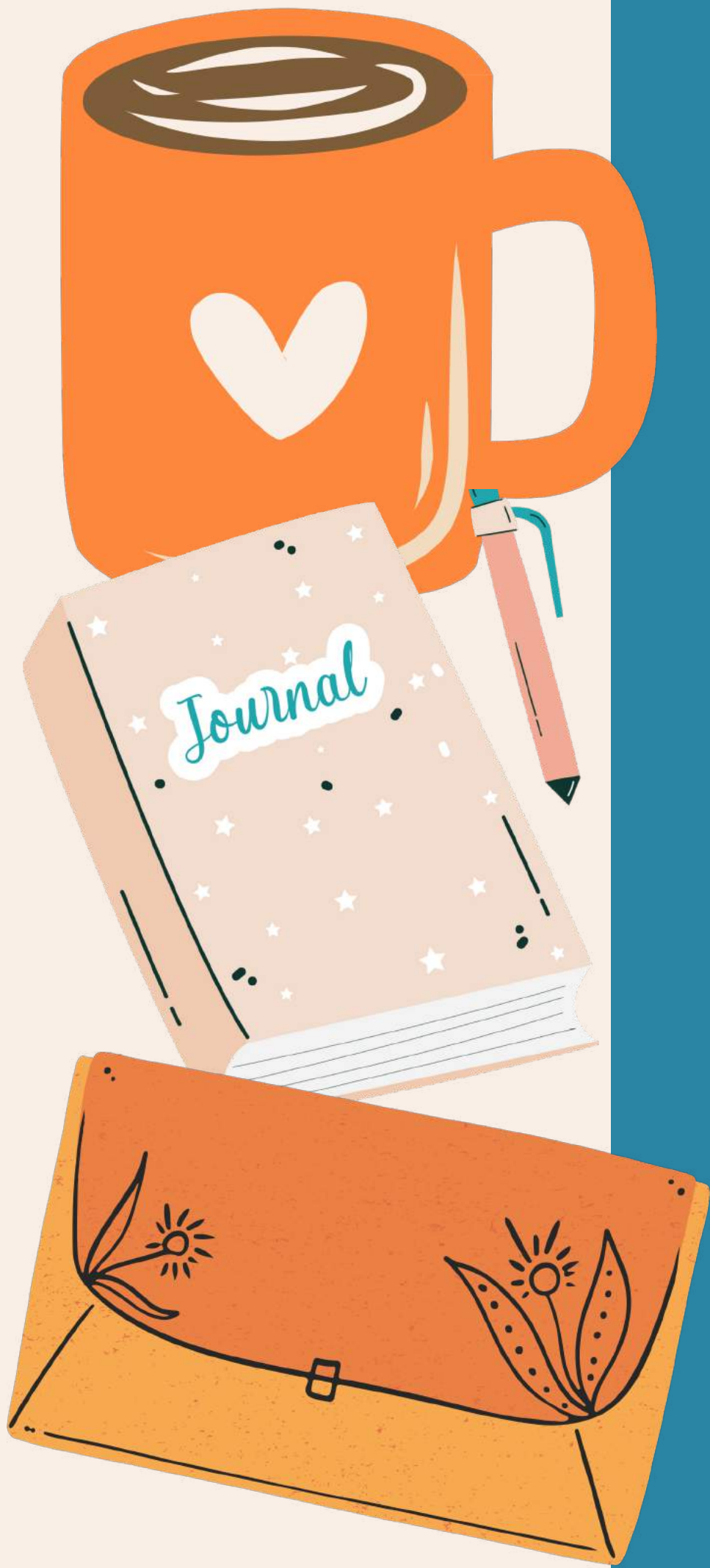


Power of Merchandise

- Diversify your art income
- Reach a new audience with your art
- More of a variety to sell at shows, booths & exhibitions
- Helps create your **brand**
- Can generate passive income

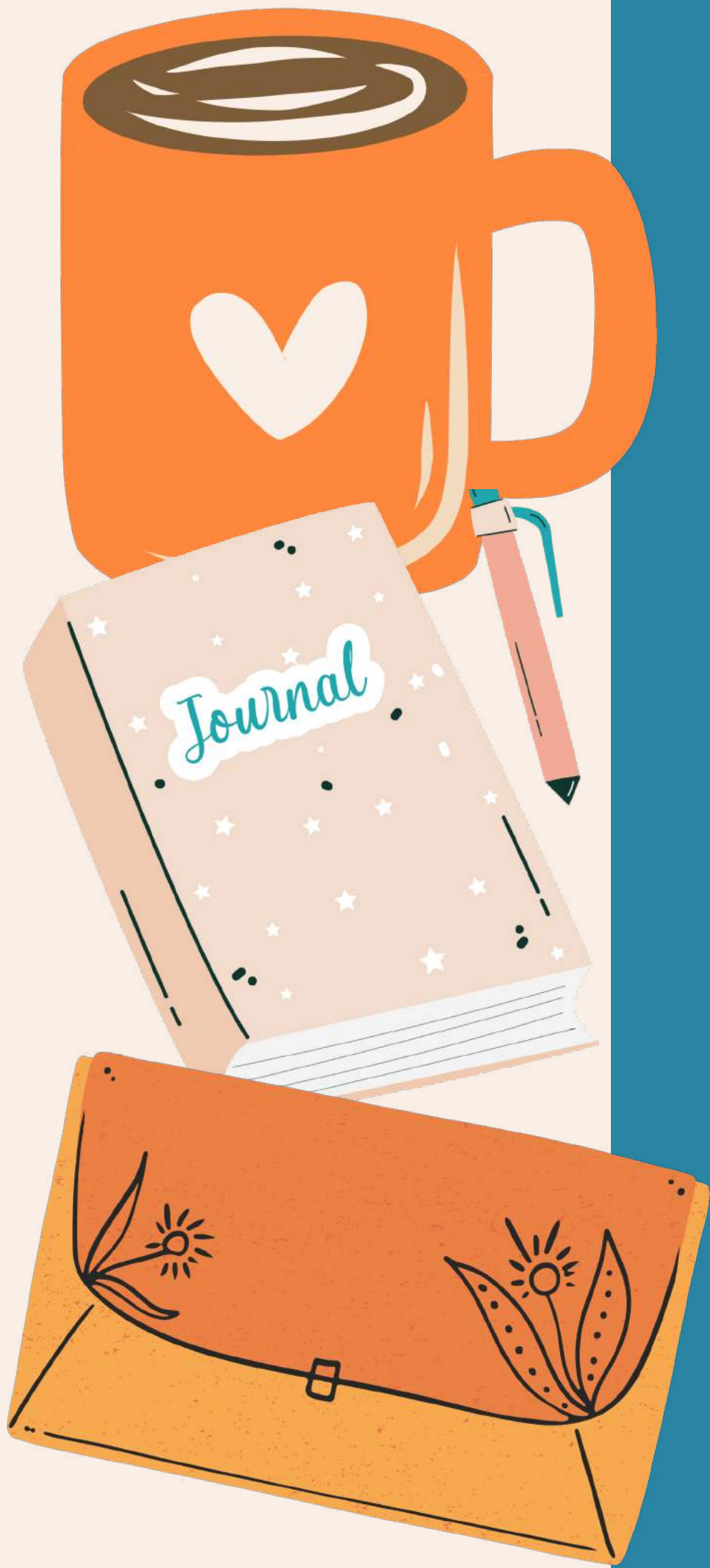
What Can You Make?

- Prints & Posters - limited editions
- Drinkware
- Jewelry & Accessories
- Paper products: stickers, bookmarks, calendars, journals
- Wallpaper & Wall Decals

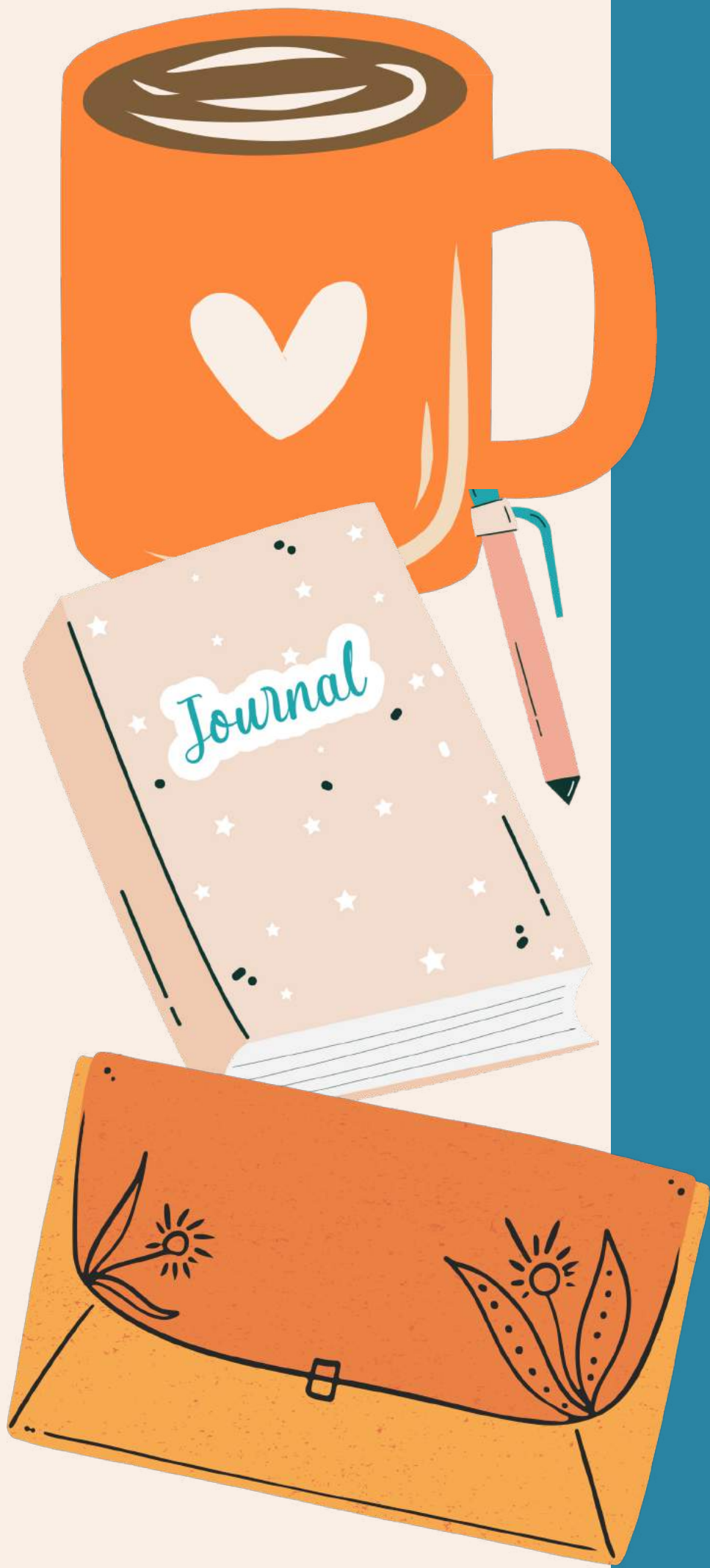


What Can You Make?

- Fabrics, Apparel
- Tech Accessories
- Digital Products
- Books, Coloring Books
- Toys, Stuffed Animals, Games
- ...even Furniture!



Almost Anything!



Zazzle

Where to Sell

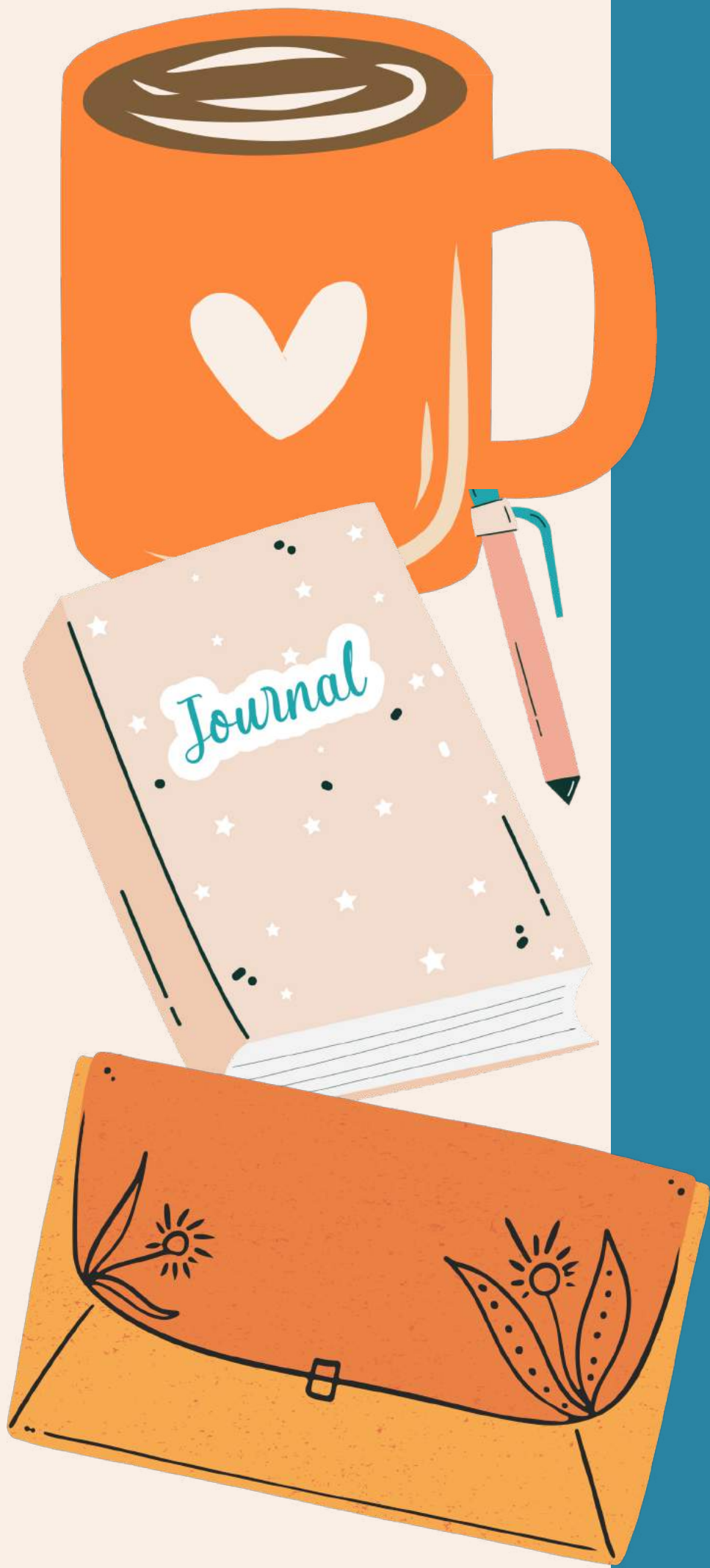
- Art Shows, Fairs & Booths
- Galleries
- Online - Hosted or Website
- Retail - Wholesale or Commission

If selling retail on your website or in-person, you **MUST** collect sales tax



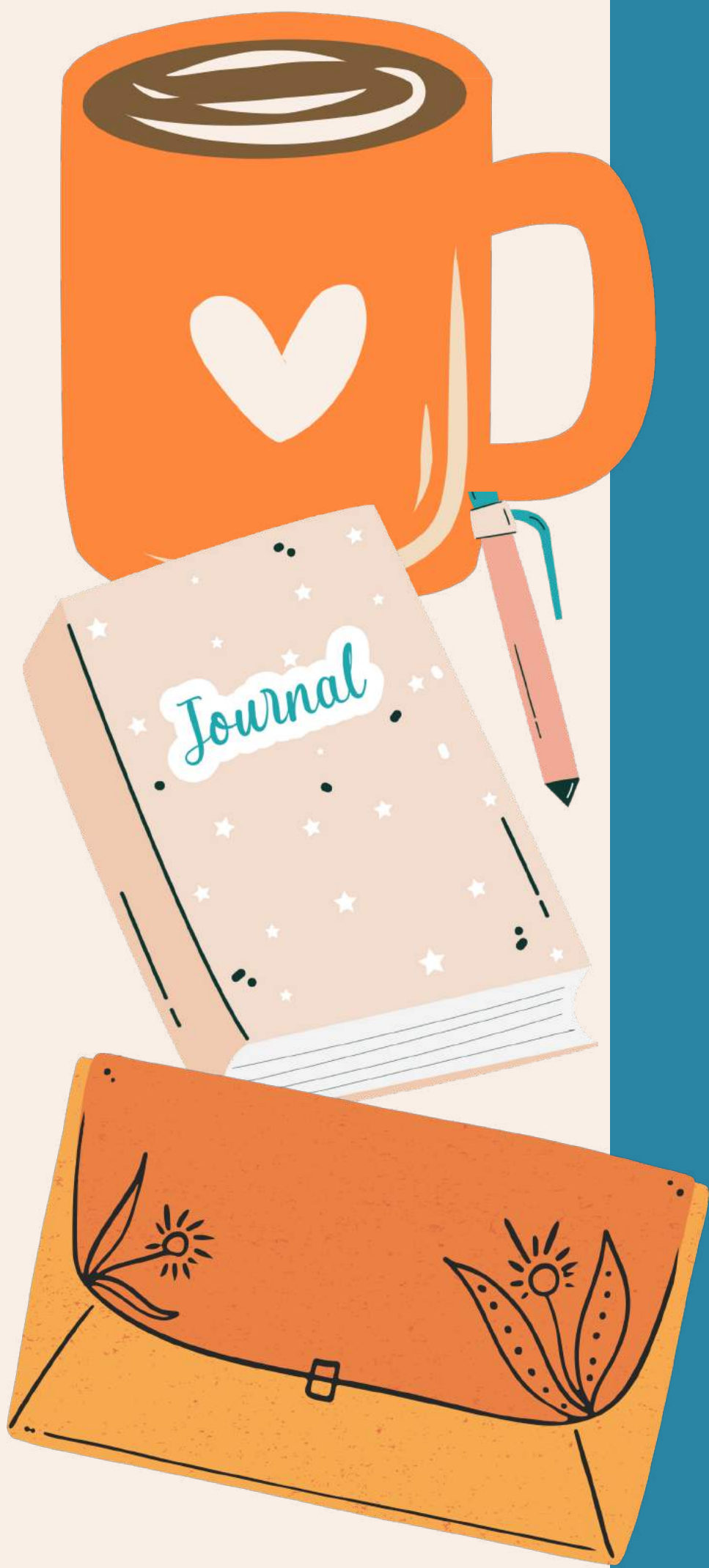
How to Produce

- Test production vendors for price, quality, quantity
- How much inventory can you physically store?
- Decide how you will transport to shows – how bulky are the items



How to Produce

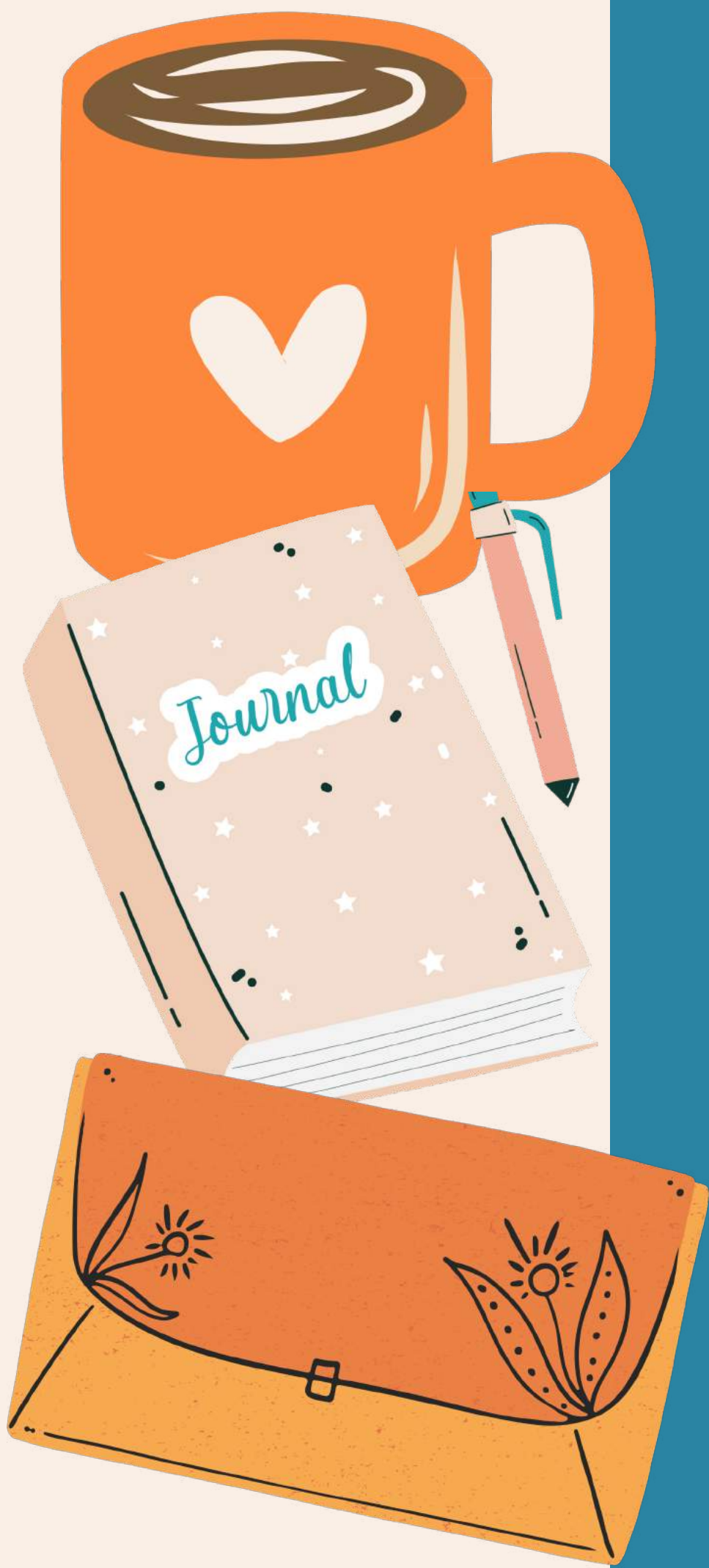
- Kerby: tips for photographing a painting for digital reproduction
- Make sure your file is 300dpi or larger if product is larger. The higher the resolution the better.



How to Produce

Spreadsheet of Production Vendors

- **Marketplace** - Lets you sell directly on their site
- **Print on Demand** - will print the product and ship to buyer, no need for inventory
- **Integration** - Creates products and lets you integrate their production with your own eCommerce system: Etsy, Shopify, website



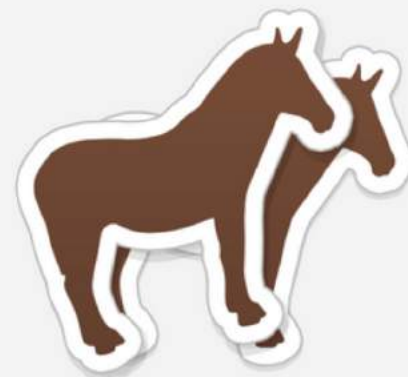
How to Produce

Take advantage of templates and guides



A screenshot of the JetPrint design interface. The top left shows the 'JetPrint' logo and the product name '917. Hooded Cloak'. Below the name are size selection buttons for 'L', 'M', and 'S'. A 'professional' icon is visible. The main workspace shows a white hooded cloak template on a grey and white checkerboard background. A circular callout with a dashed red border says 'Upload Your Design Here (+)px' with a hand cursor. The top right has a 'Back to Catalog' link and a red 'Submit' button. On the far right, a preview window shows the cloak on a mannequin with a 'Preview' button and a '1/2' indicator.

Get Stickers!



Die cut stickers



Circle stickers



Rectangle stickers



Square stickers



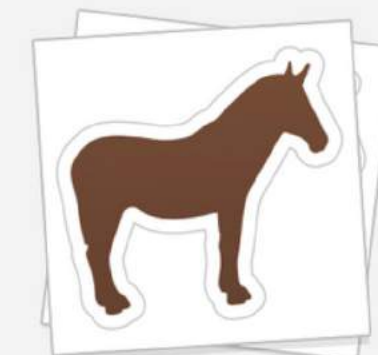
Oval stickers



Bumper stickers



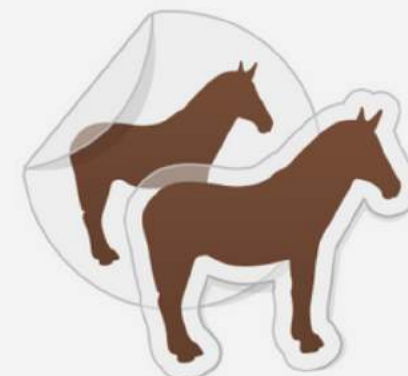
Sticker sheets



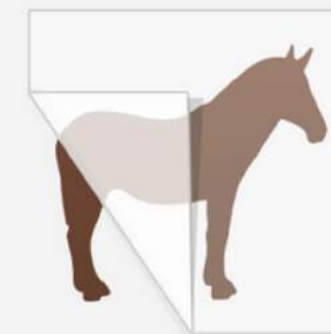
Kiss cut stickers



Rounded corner stickers



Clear stickers



Transfer stickers

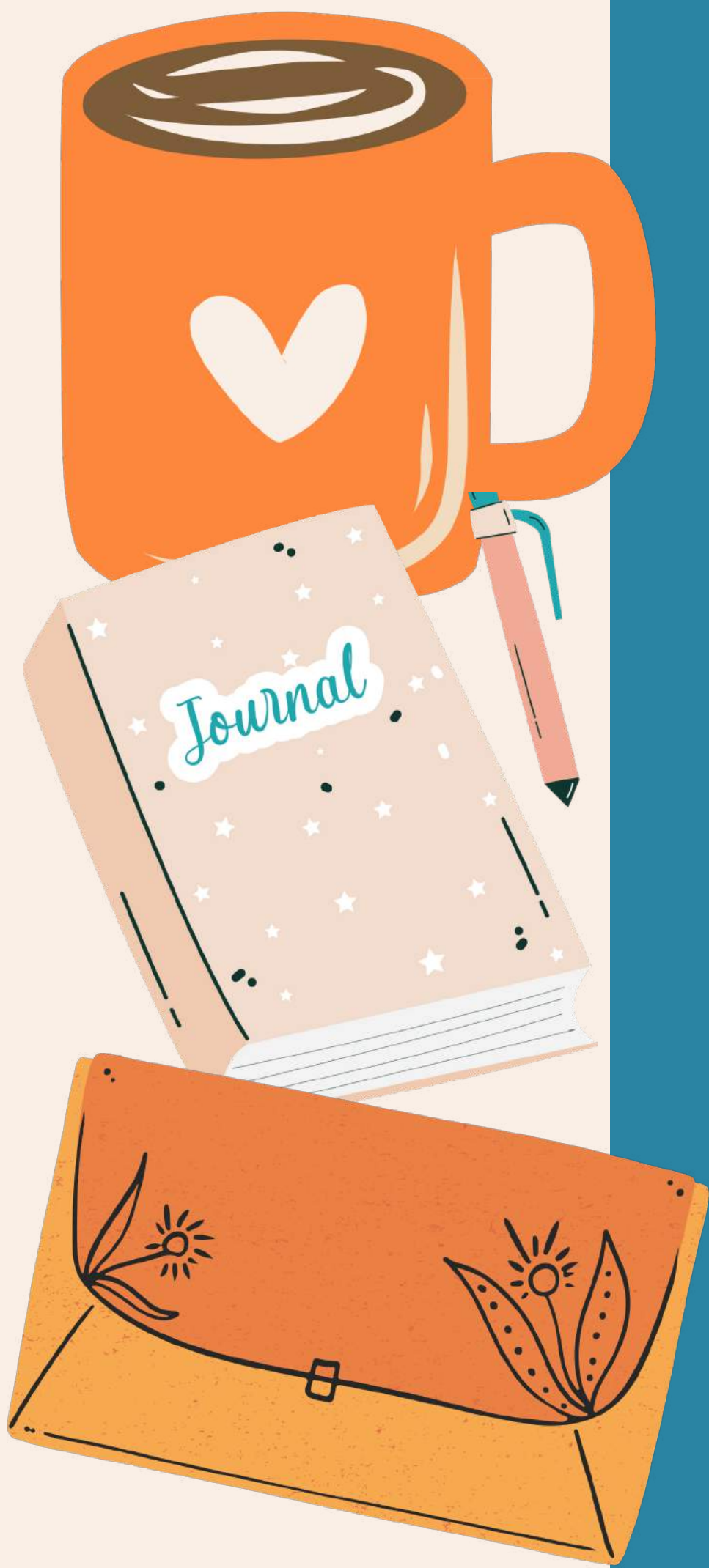


Vinyl lettering

How to Produce

Make it Yourself!

- Printer sticker paper
- Shrinky-Dink Paper
- Print your own Greeting Cards
- Ink Transfers - Carolyn De Anda's demo
- Jewelry
- Create fabric and make products - spoonflower.com



How to Produce

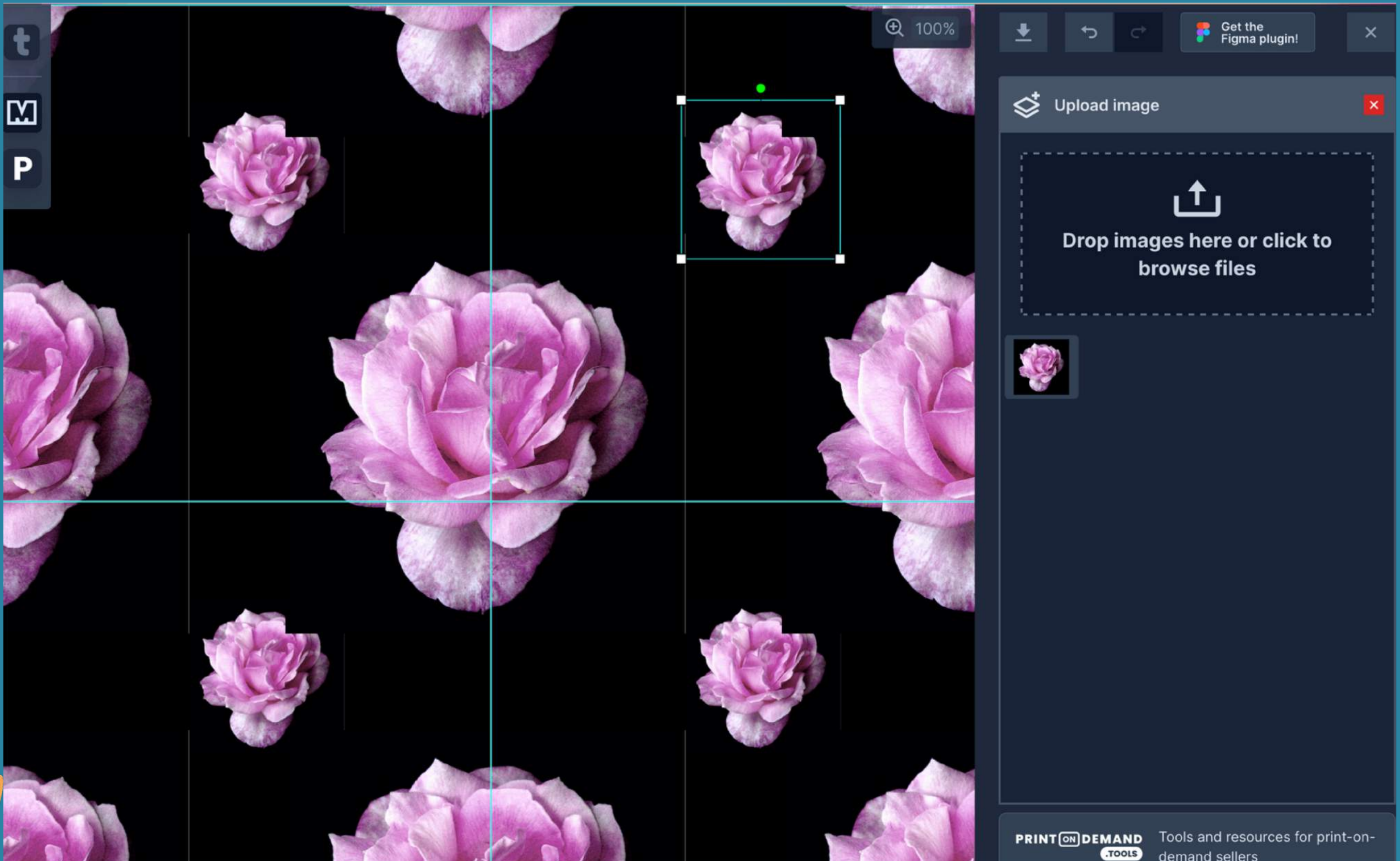
Designing Repeating Patterns

Fabric
Wrapping Paper
Wallpaper





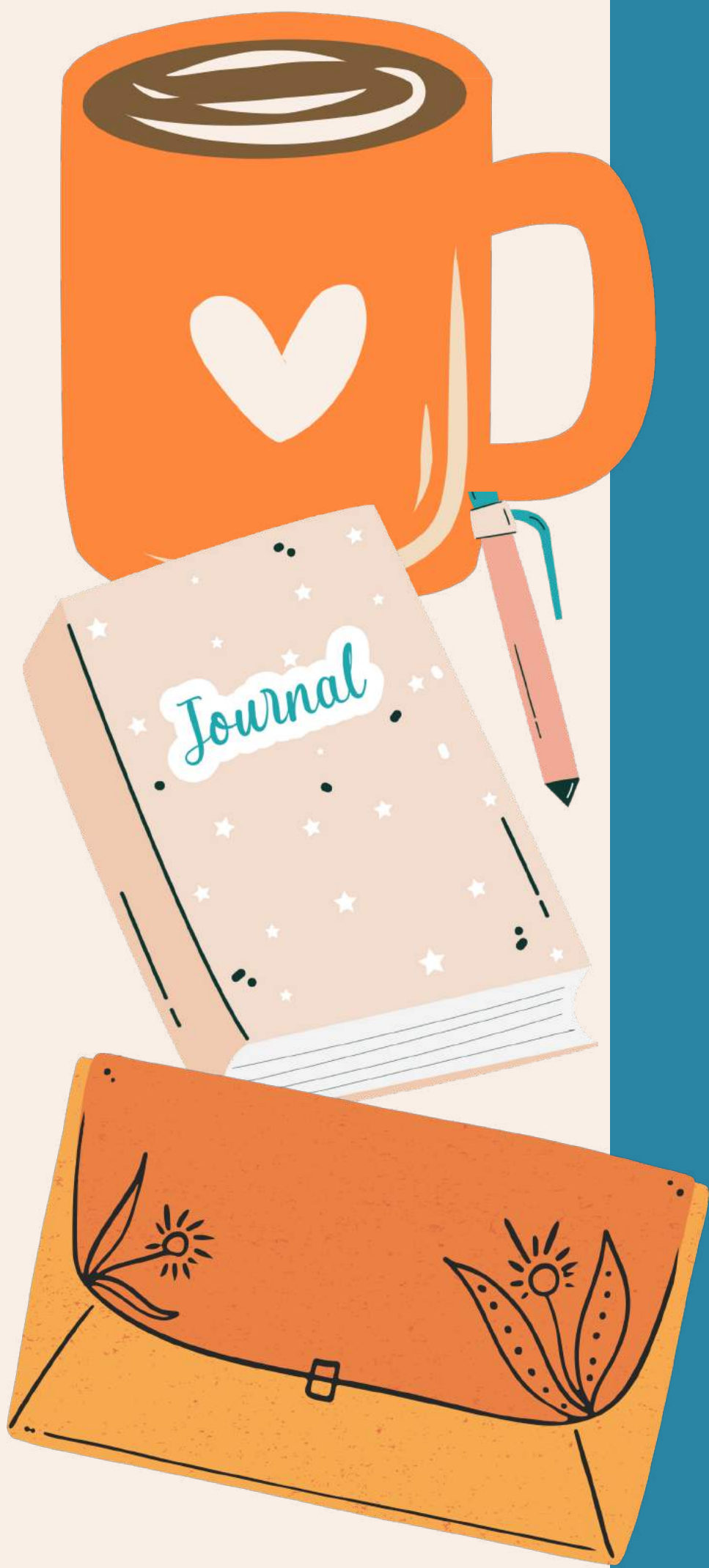
Search Google & YouTube: How to Create a Repeating Pattern



Tylify.app

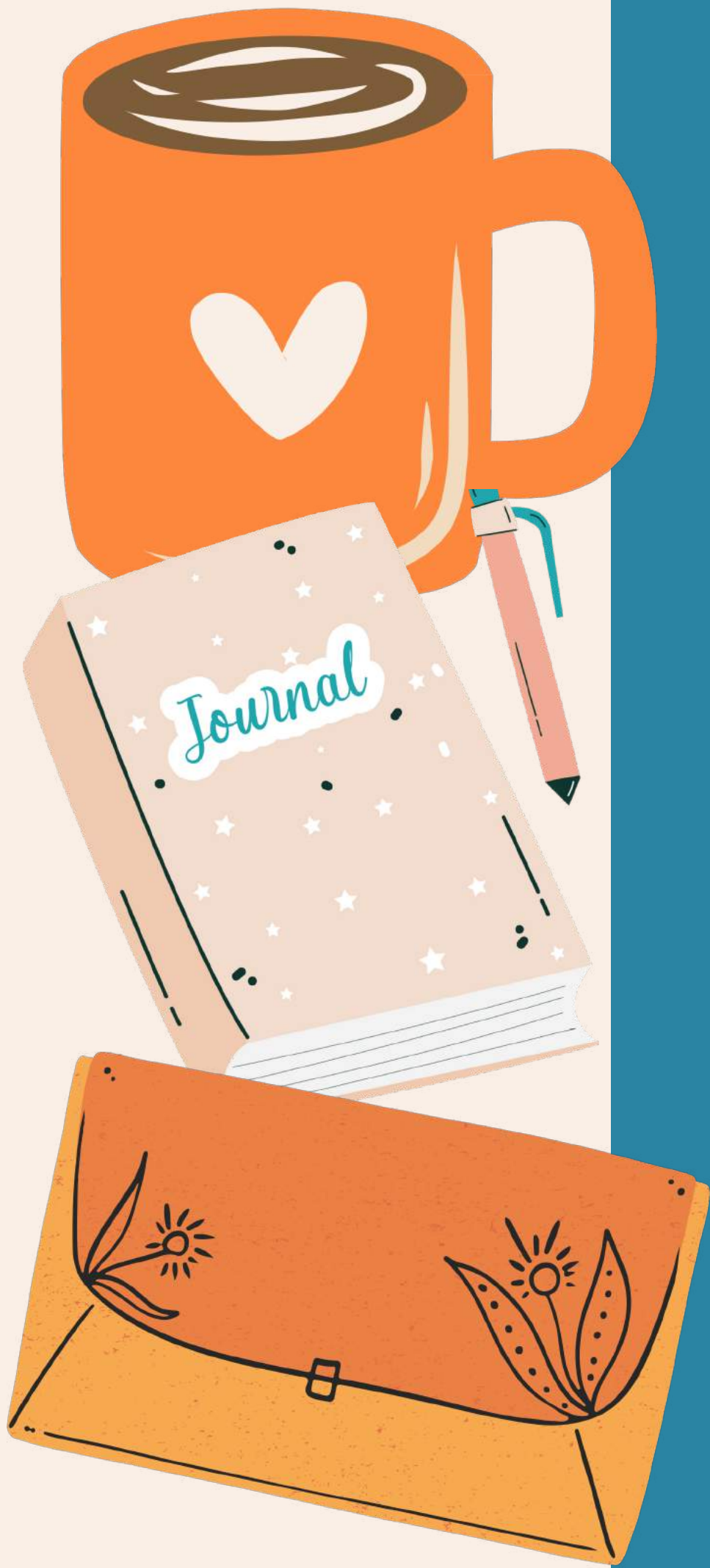
Successful Merch Strategy

- Know your audience. Demographics, spending, preferences
- Pay attention to trends and seasons. Sierra Art Trails, Summer Fairs, Holidays
- Select reputable vendors that produce high-quality products

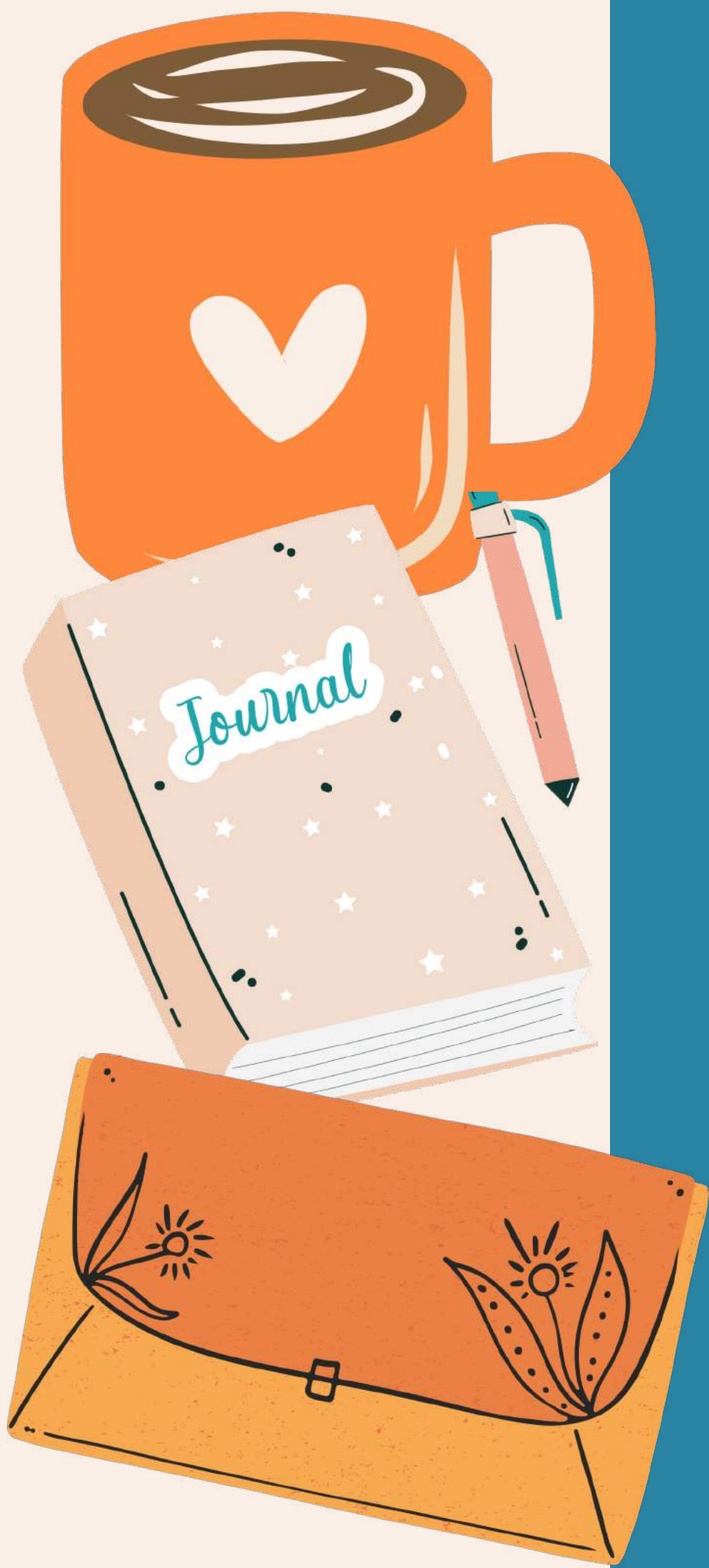


Successful Merch Strategy

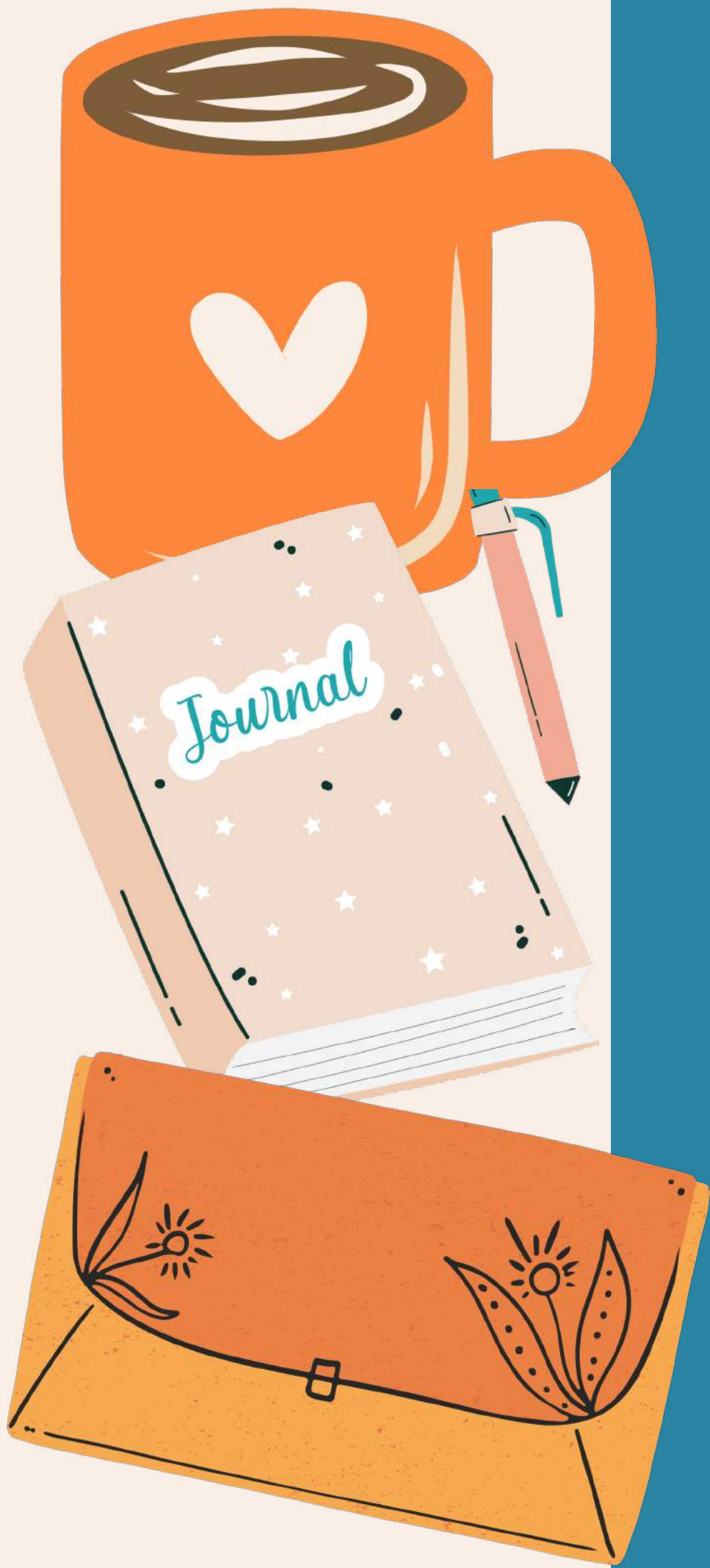
- Be consistent in your branding, and make it cohesive with your art style
- Create “collections” - people are more likely to buy the set!
- **IMPORTANT:** Merchandise vs. Promotional Products



Successful Merch Strategy



Successful Merch Strategy



DON'T

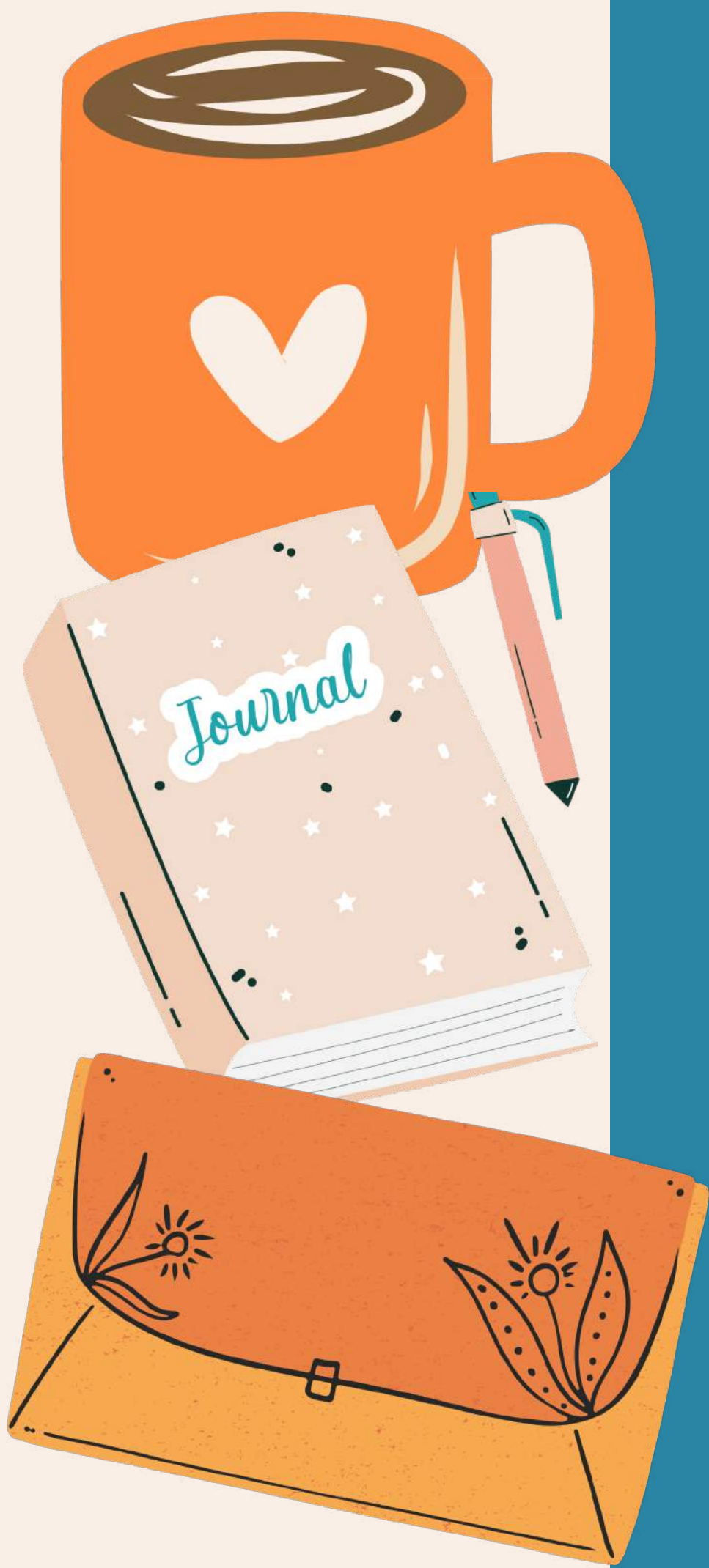


DON'T

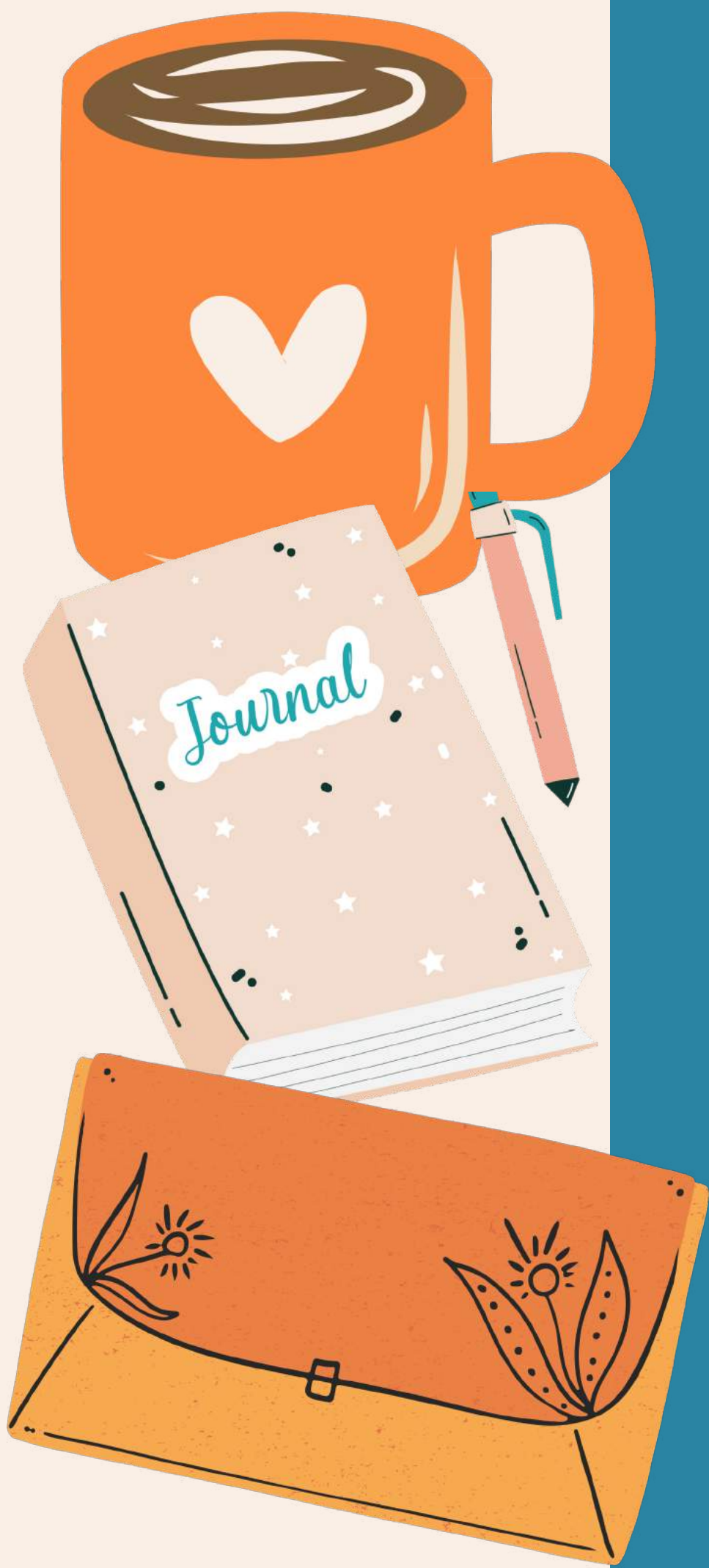


Successful Merch Strategy

- Your merchandise should be something a customer can use and enjoy
- You don't have to use a full artwork, you can take an element from your piece for a product



Designing from Elements



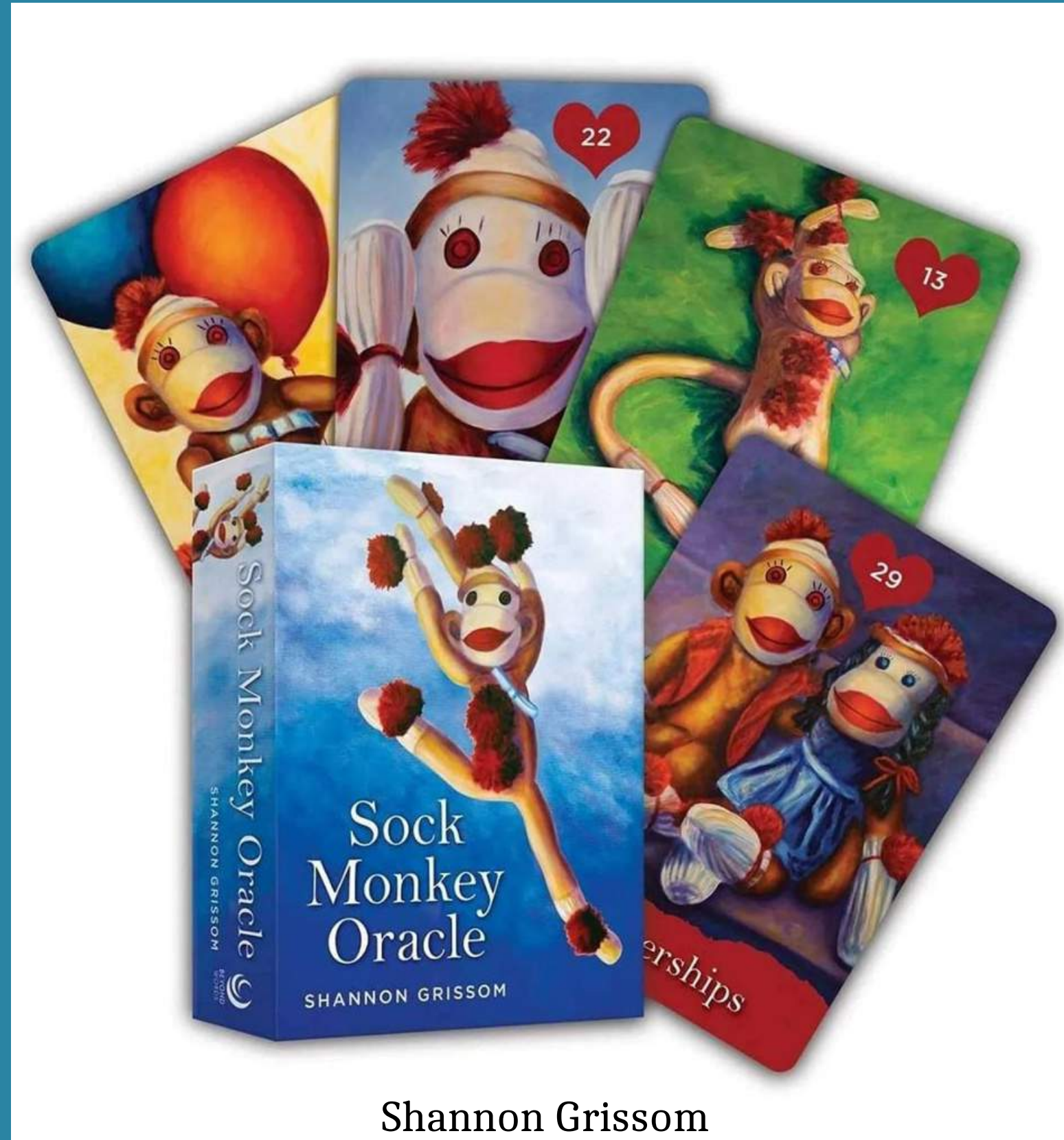
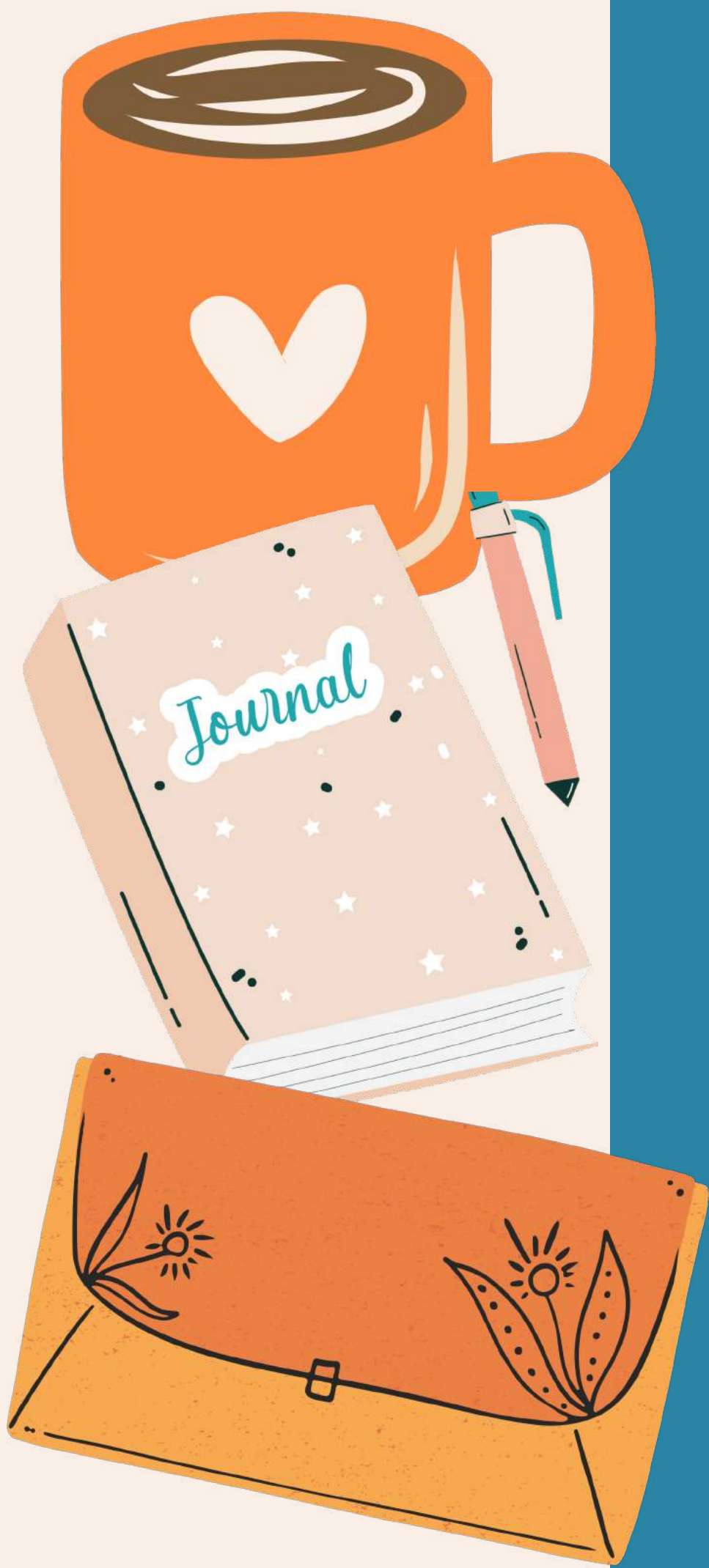
Mary Beth Harrison

Designing from Elements



Mary Beth Harrison

Designing from Elements



Shannon Grissom

Adding Words



Kathy Marks

Selling Digital Products

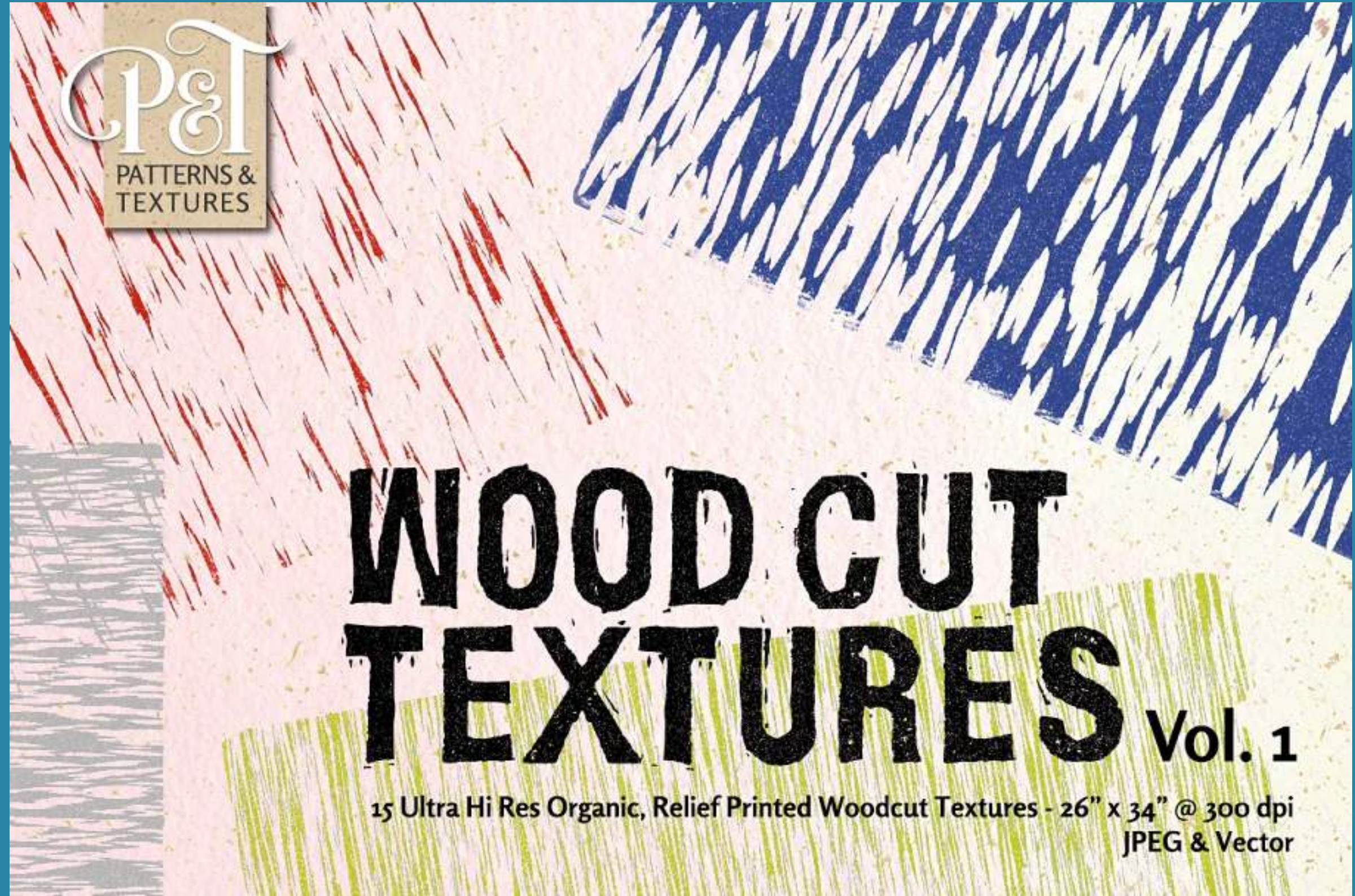
- Once created and uploaded, digital merch can be sold passively
- Digital item sales is a \$10 billion industry
- Art Prints (take care with this)
- Coloring Pages/Books
- Backgrounds for digital or print products
- Art Elements (for websites or stationery)
- Textures, & Brushes for PS
- Templates for presentations, logos, book covers, etc
- 3D Print Models
- Books, Audio Books, Courses



Selling Digital Products



Selling Digital Products



Selling Digital Products



Animals Mandala Coloring Pages

Design Zone



Price \$15.00 USD

Add to cart

Buy Now

License Member Regular

Personal \$10.00 USD

Commercial **Suggested** \$15.00 USD

Extended Commercial \$30.00 USD

Enterprise Quote [Contact us](#)

Categories Illustrations / Animals

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Selling Digital Products

Licenses FAQ

Items purchased under the **Standard License** may be used to create End Products for Sale where lifetime sales of the End Product for Sale do not exceed 500 units. Items purchased under the **Extended License** may be used to create End Products for Sale that may be sold an unlimited number of times.

Usage Type	Standard License	Extended License
Personal Use	Unlimited Projects	Unlimited Projects
Commercial Use	1 Project*	1 Project*
End Product for Sale	1 Project, up to 500 sales*	1 Project, unlimited sales*

*The Standard License for Installable Items (fonts and add-ons) allows for the product to be used in an unlimited number of projects and End Products for Sale (one seat per license)



Challenges

- **Cost and Pricing** - Finding a balance between affordability and profit. Profit is not just the difference between wholesale and retail, take into consideration the packaging, packing, postage, and YOUR TIME.
- **Inventory Management** – Do you have storage space? The more you order, the best pricing you get, but try to avoid overstock and waste. Utilize print-on-demand services. Plan ahead for upcoming shows.
- **Quality** – Before you order 100 of any given item, order a sample! And if you're unhappy with any part of an order, ask for a refund or replacement.



Challenges

- Don't let your merch distract from your art
- Beware of theft – Other creators or Temu, Shein, HomeGoods, and even Amazon have been guilty
- Do not put high-res images on your website
- Always read the terms & conditions. Who owns your art? What rights are you giving away? Are they protecting u?

By uploading this design, you confirm that it complies with our [Terms of service](#) and [Acceptable Content Guidelines](#). You will indemnify and defend Printful for any claims related to the alleged infringement of your design. All designs are subject to our review and may be removed at any time without prior notice or liability to us.

I understand and accept these conditions.

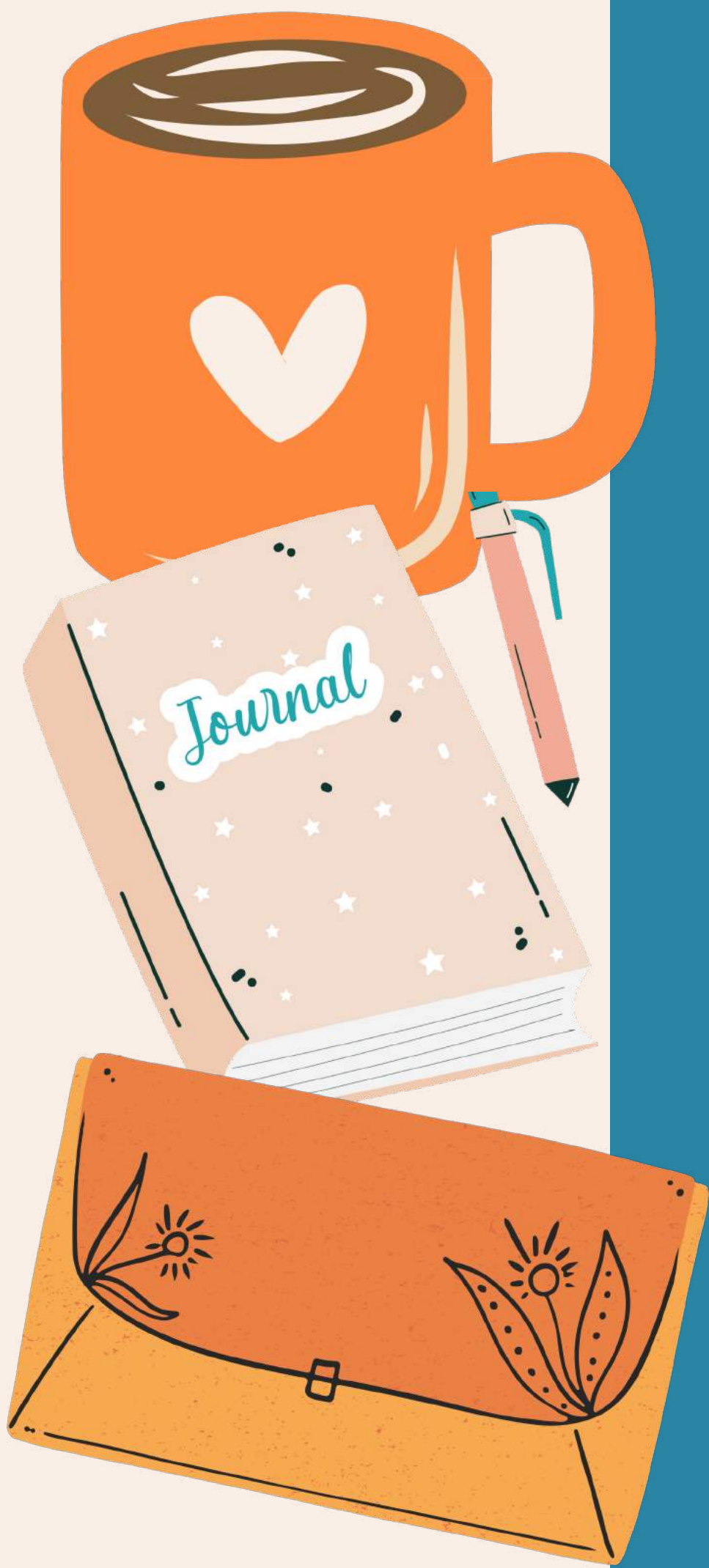
You must agree to our [Terms of Service](#) and [Acceptable Content Guidelines](#)

Save and close



Marketing Your Merch

- Leverage Social Media! Must have: IG, Good to have: TikTok, YouTube
- Build anticipation, unboxing
- Use your mailing list to announce new products
- Collaborate with other artists and cross-promote
- Take photos of people who bought your items and post



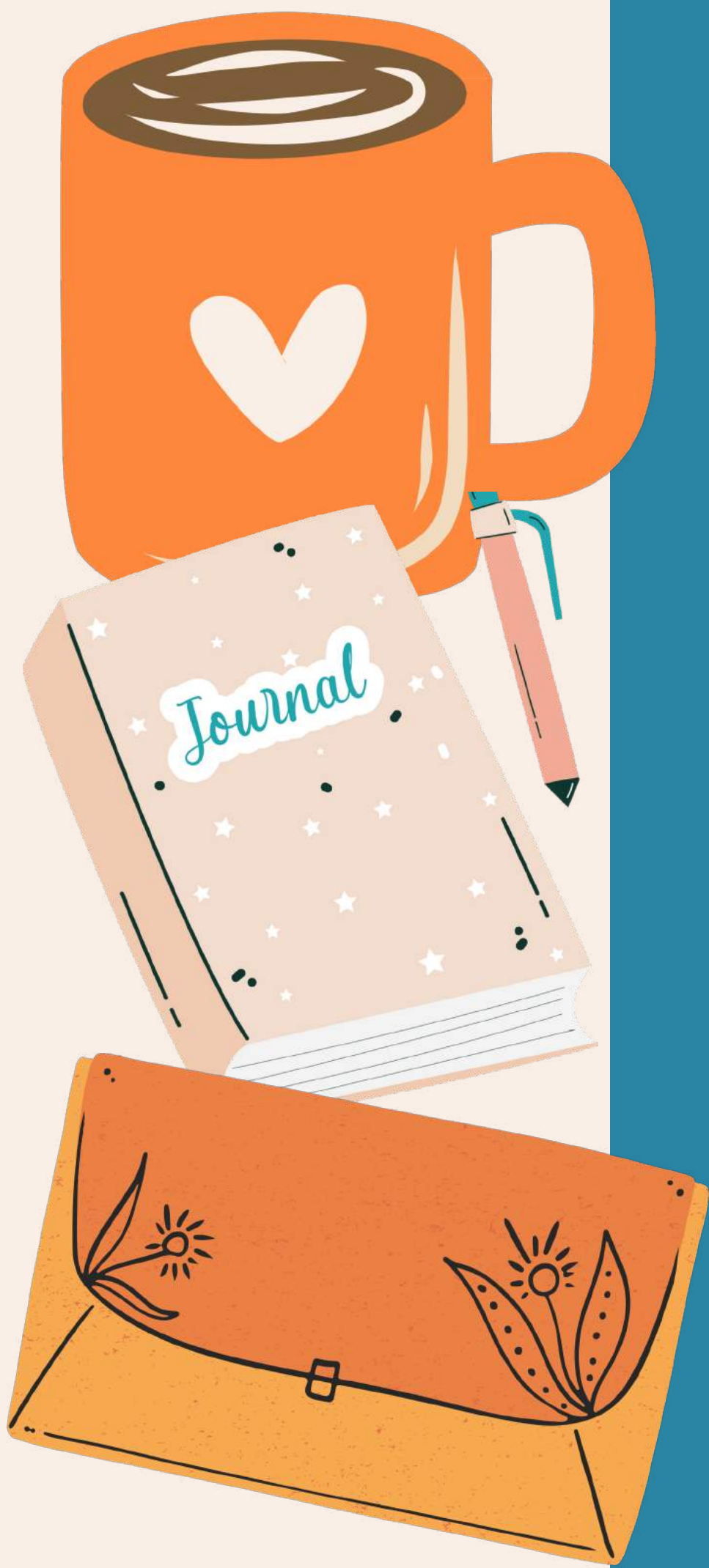
Pricing Your Merch

- Rule of retail: double your wholesale cost
- BUT think of what *you'd* spend in a retail shop for the item
- Consider the commission if you're in a gallery or online platform
- Wholesale products are a tax writeoff
- Shipping is a tax writeoff



Who Owns Copyright?

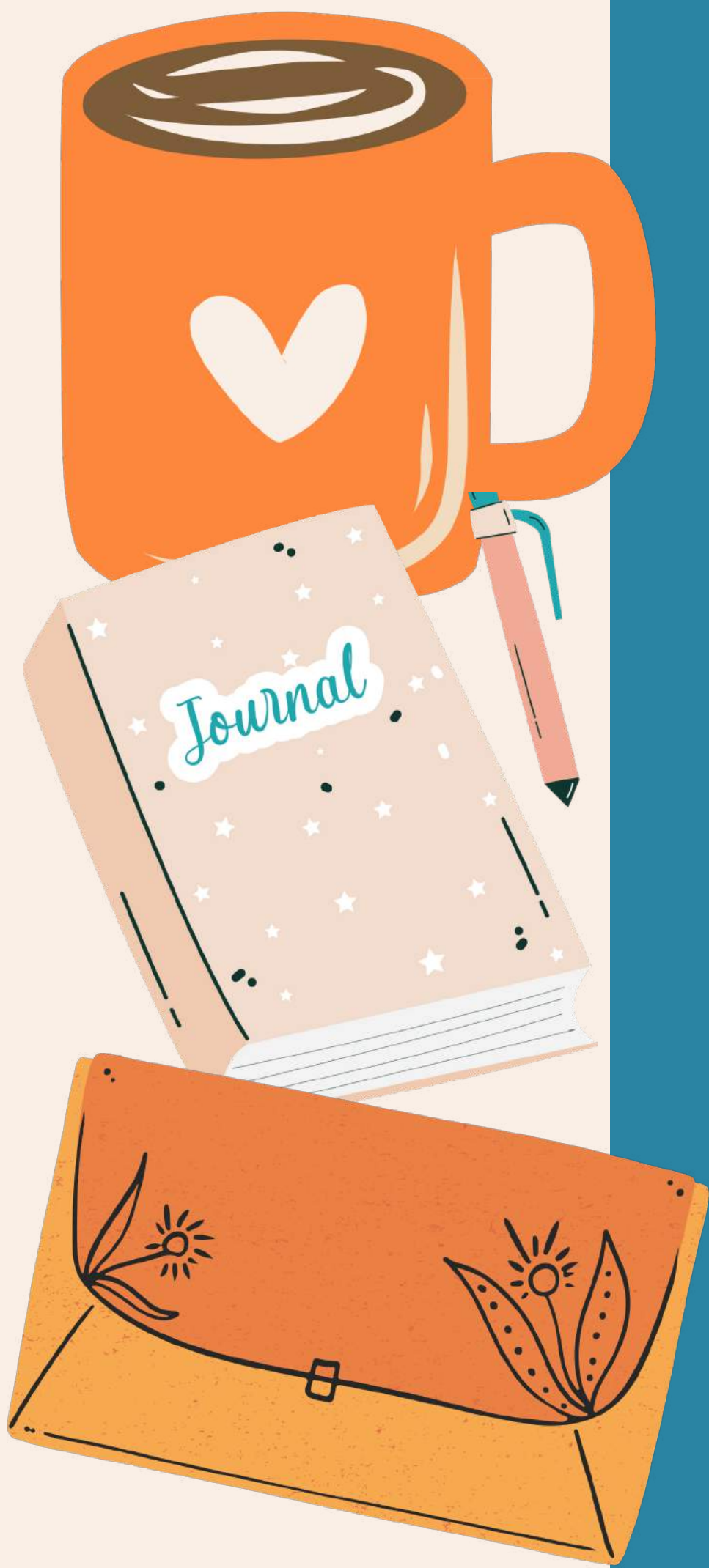
- When you sell your **original** art, make it clear that you are not selling the copyright to that image
- You retain the right to reproduce the image in prints and on merchandise
- You retain the right to license the image
- P.S. You cannot copyright AI Art



Licensing to a Company

- When you license an image, you are giving permission to a company to use that image on merchandise and sell the merch for profit
- You can license your image with a flat fee or percentage of sale – or both
- You might want to register your art with the U.S. Copyright Office prior to licensing
- Never let the company own your art

www.copyright.gov



Sales Tax & Exemption

- If you are the vendor and selling in person, you must have a CA seller's permit and pay sales tax every July
- When you purchase products to resell, give the provider your seller's permit number so they don't charge you sales tax – Michael's, Amazon, Allards!

<https://onlineservices.cdtfa.ca.gov>



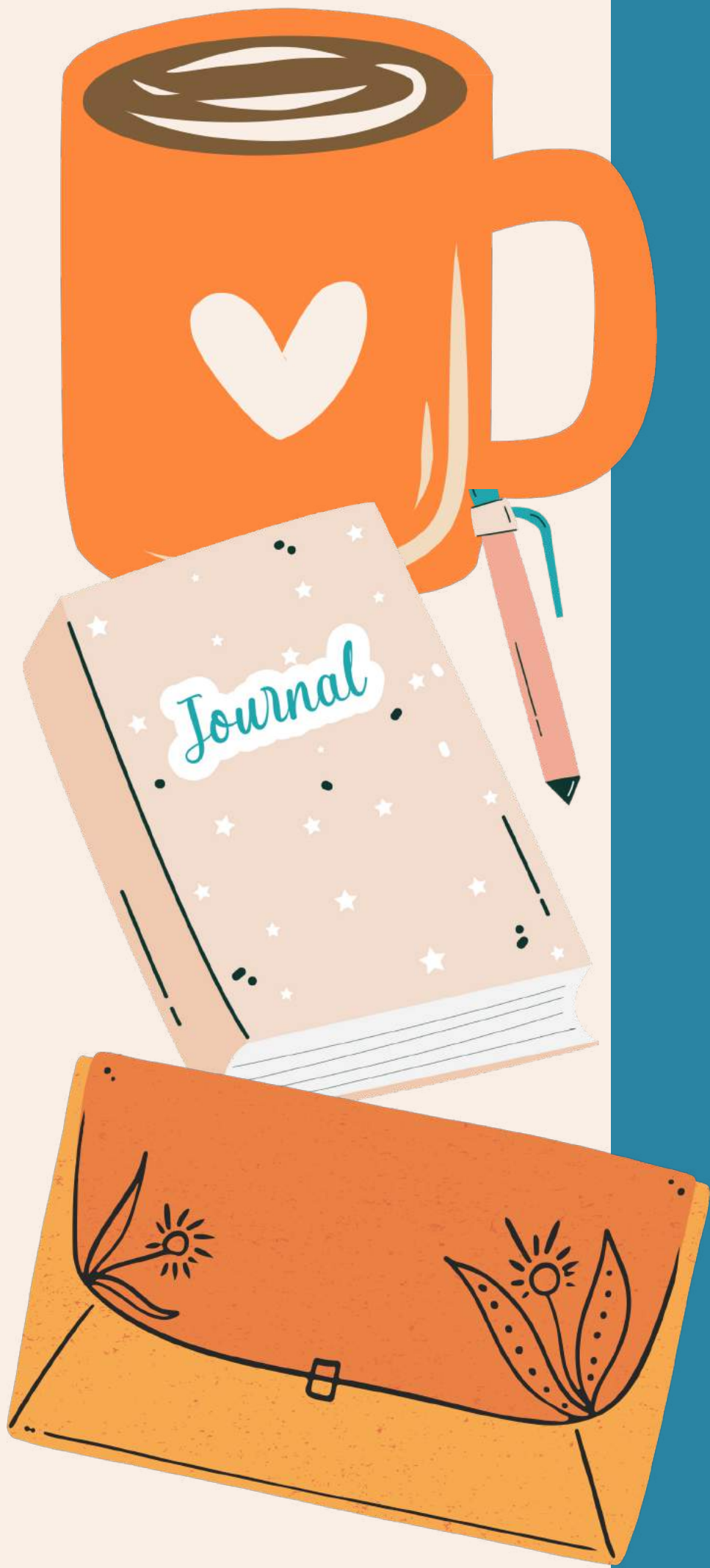
Case Studies

Banksy: known for his street art and anonymity, the enigmatic artist has also successfully merchandised his work. Items such as prints, books, and more with his artwork have become popular.



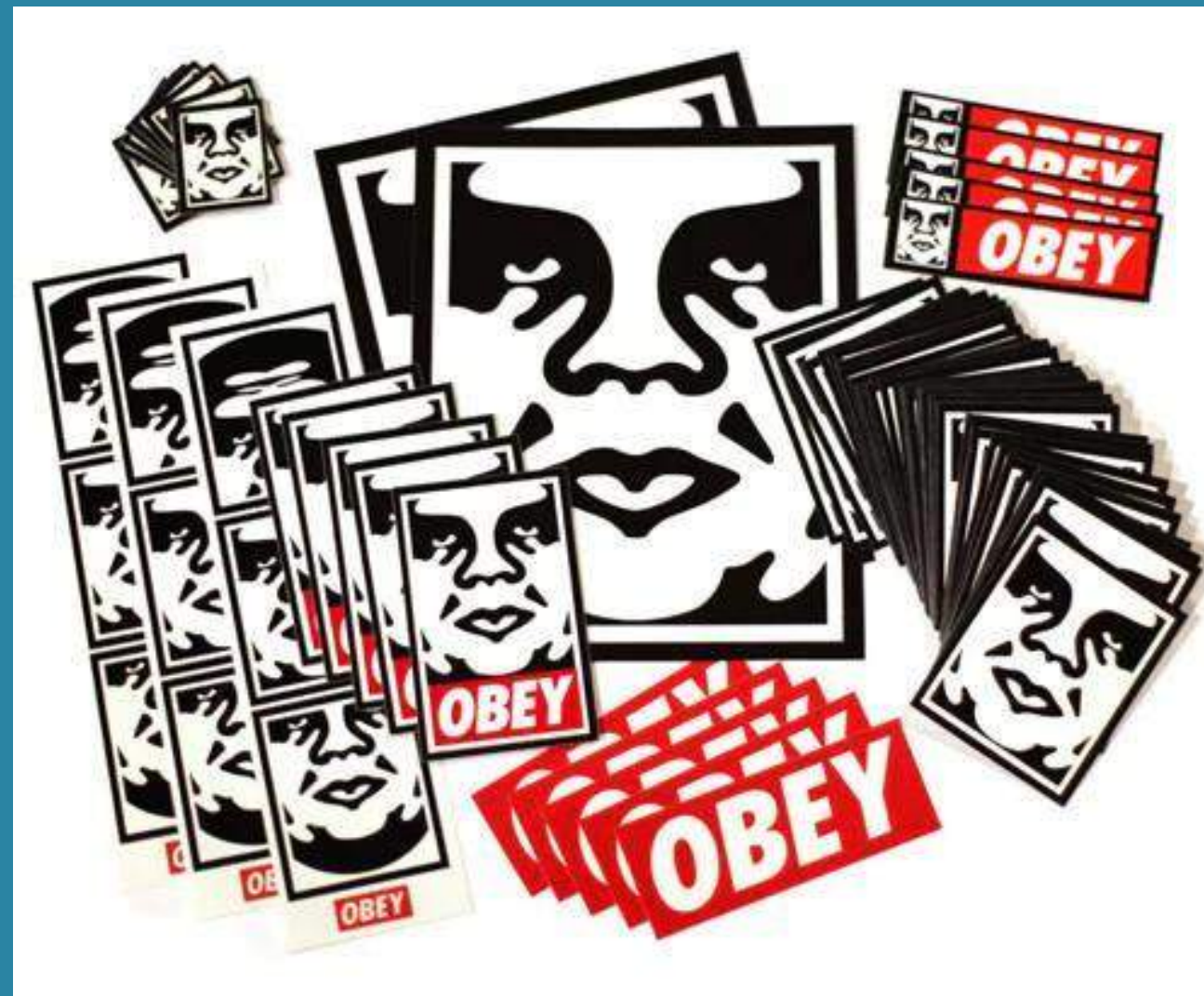
Case Studies

Yayoi Kusama: This Japanese artist, known for her immersive installations featuring polka dots and pumpkins, has expanded her presence through merchandise, including products like clothing, accessories, and collectibles.



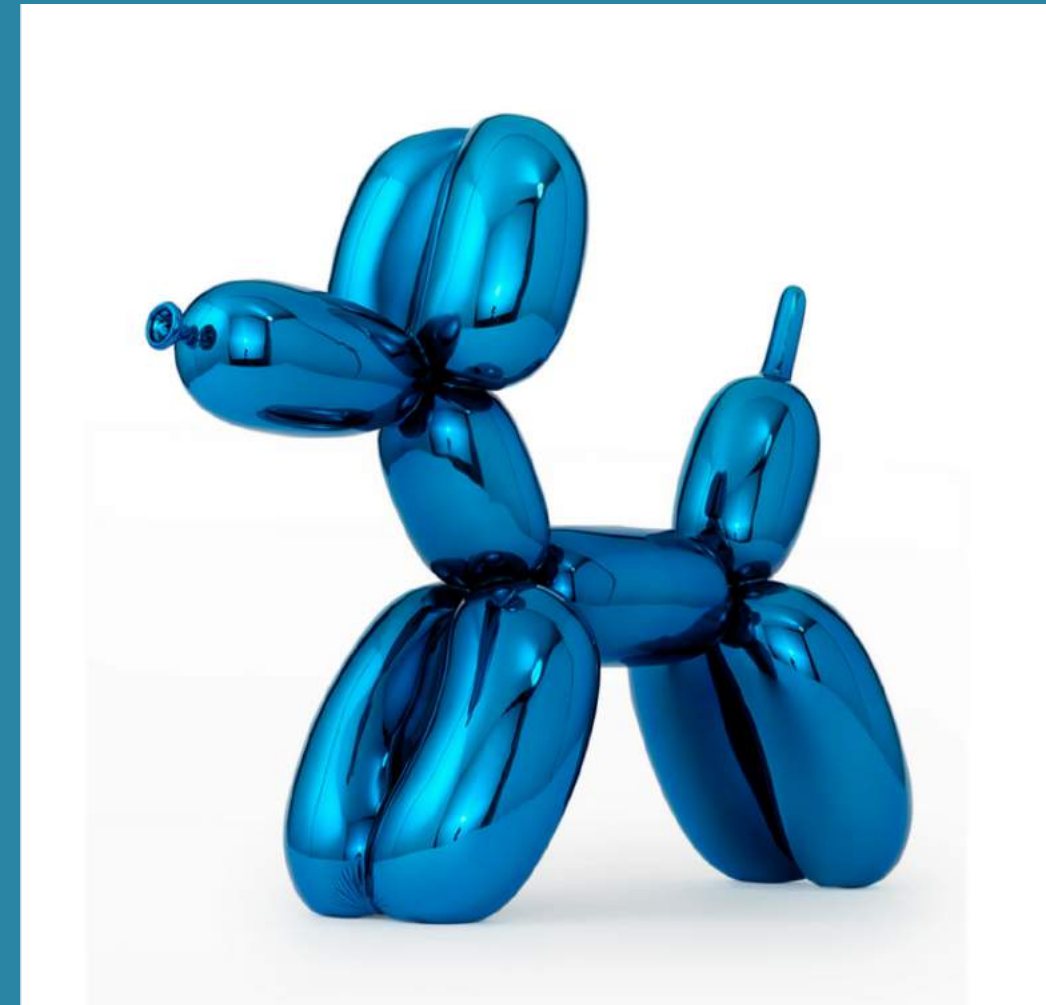
Case Studies

Shepard Fairey: Fairey gained fame with his "Obey Giant" campaign and the iconic "Hope" poster for Barack Obama. His art has been featured on various merchandise, including stickers, clothing, skateboards, and bedding.



Case Studies

Jeff Koons: a prominent figure in the contemporary art world, Koons has ventured into merchandising, producing limited-edition collectibles and accessories featuring his famous balloon animals and sculptures.



\$42,000 at Nieman Marcus

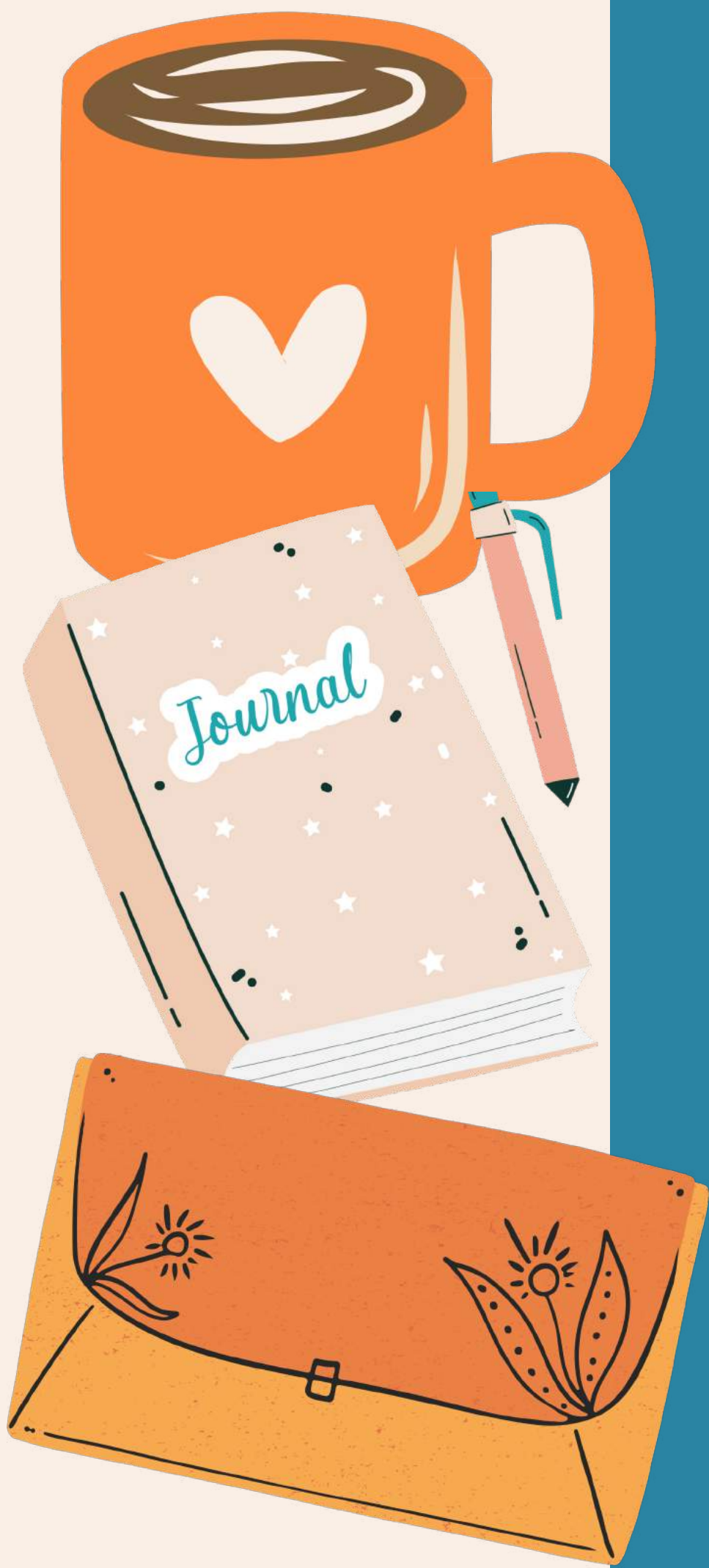


\$17 at Temu

Other Ideas

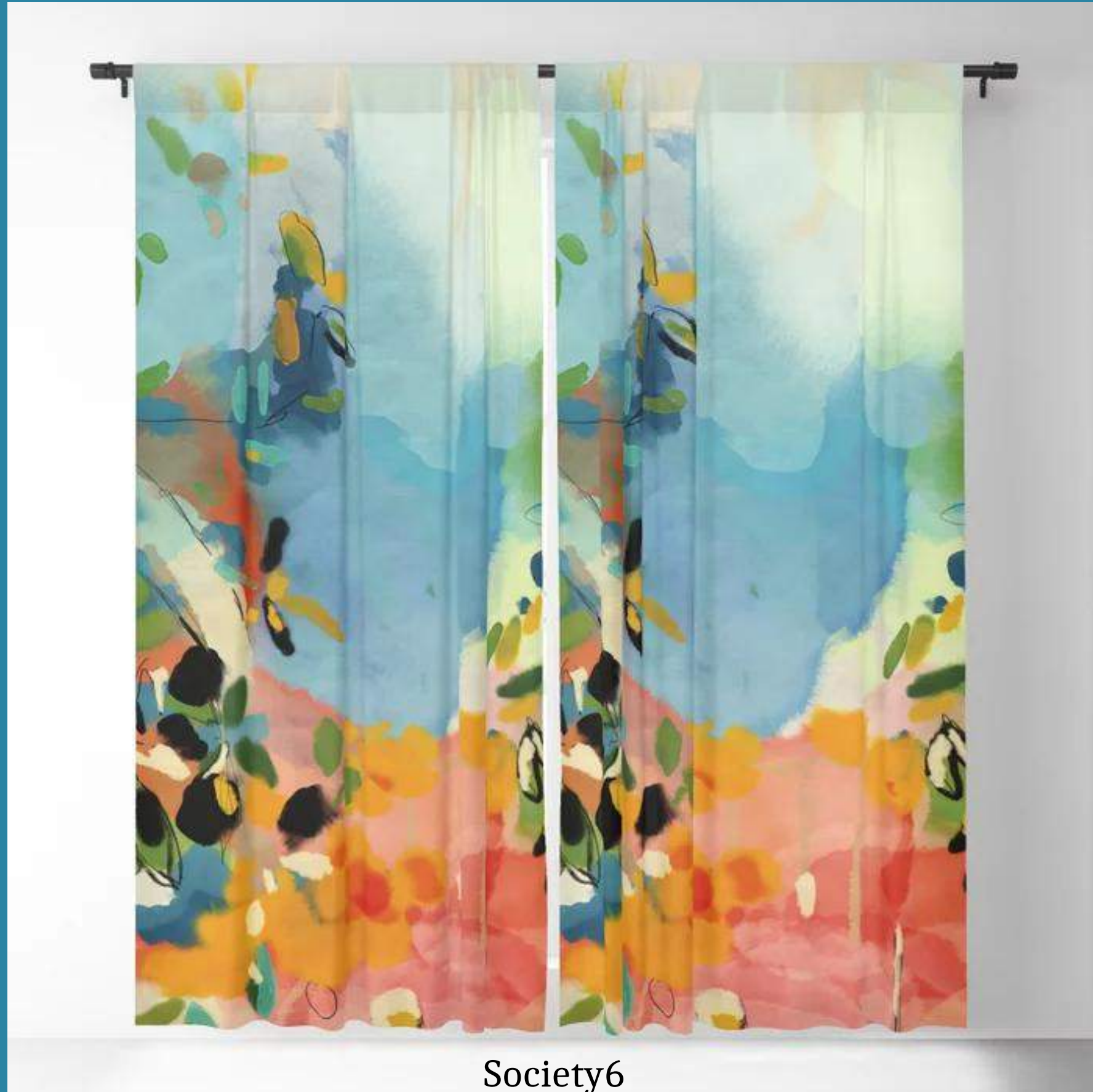
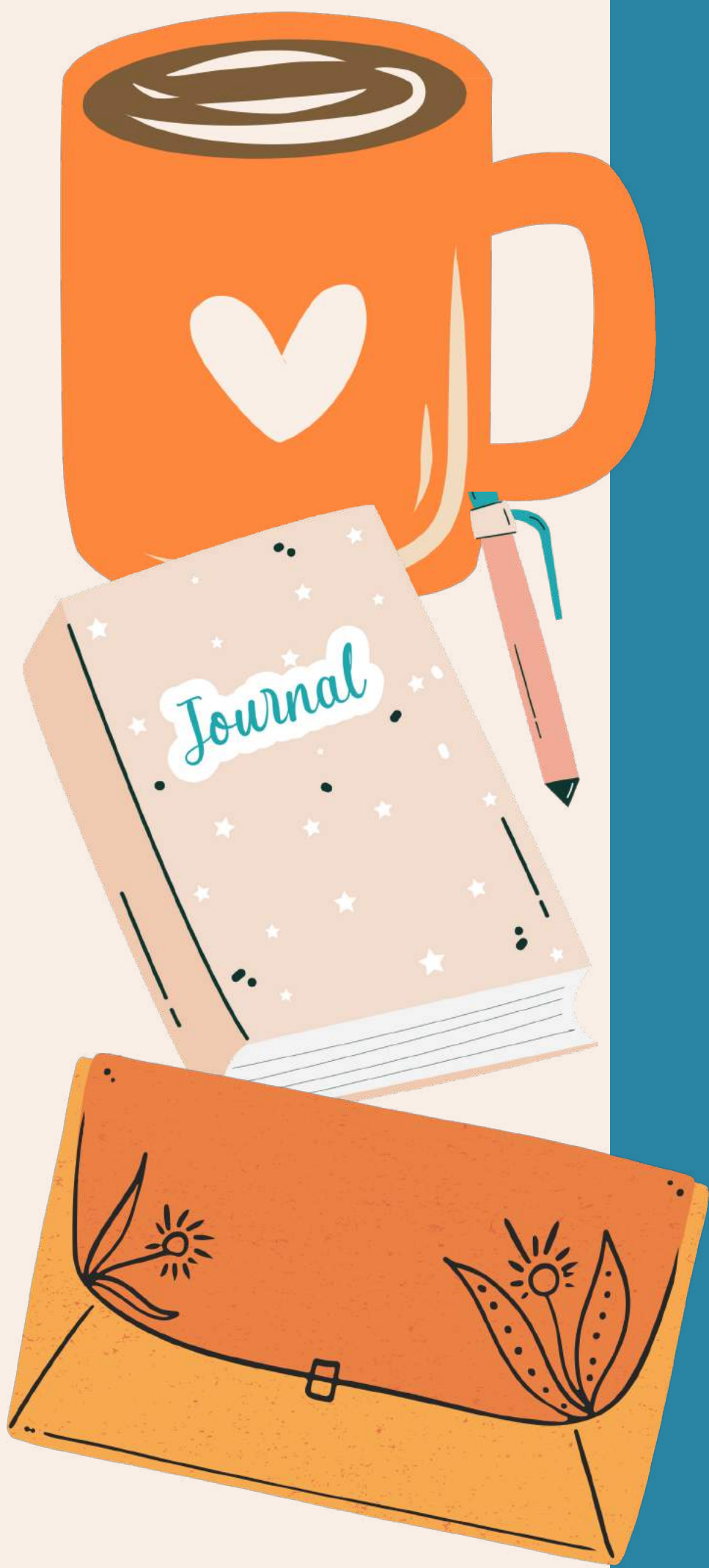


Other Ideas

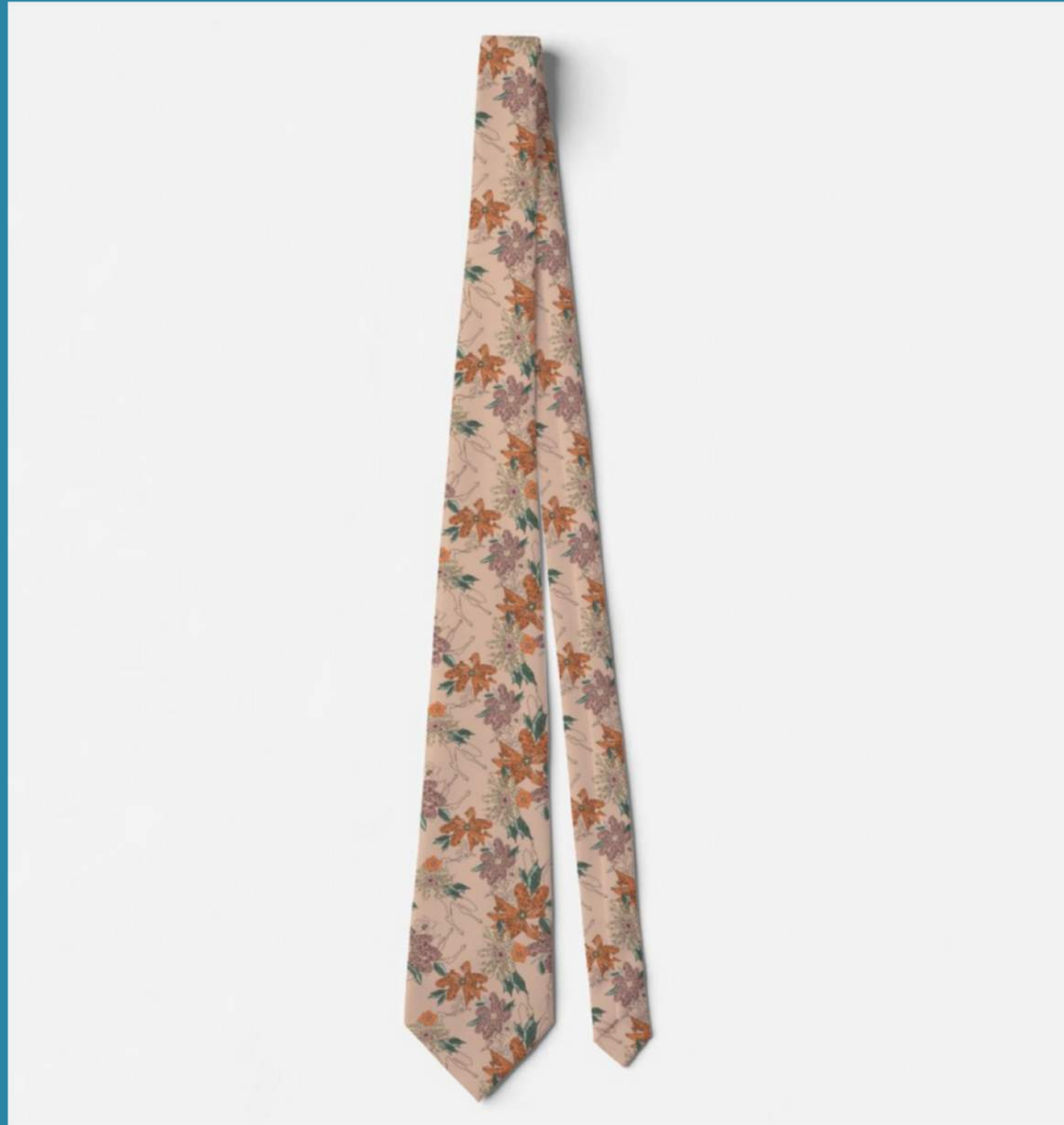
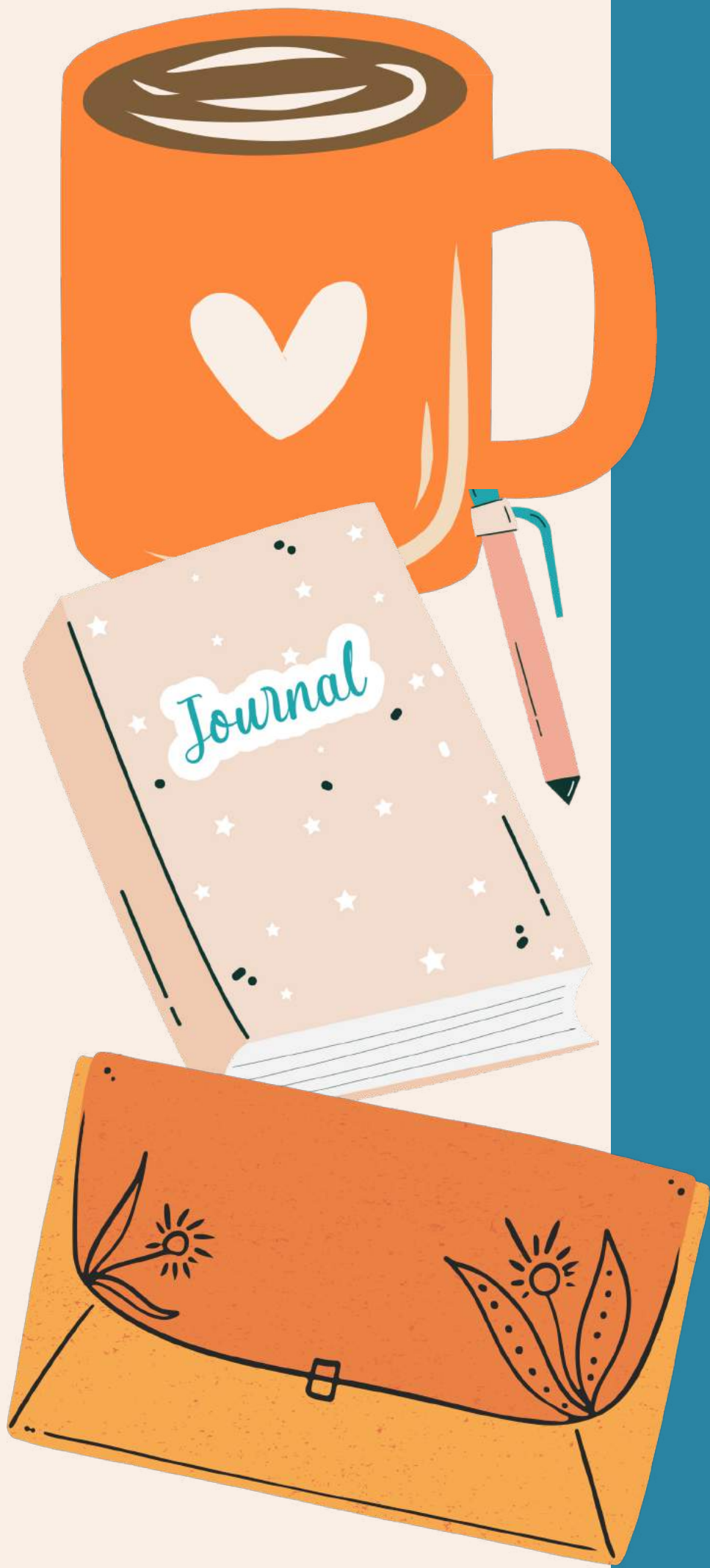


Society

Other Ideas

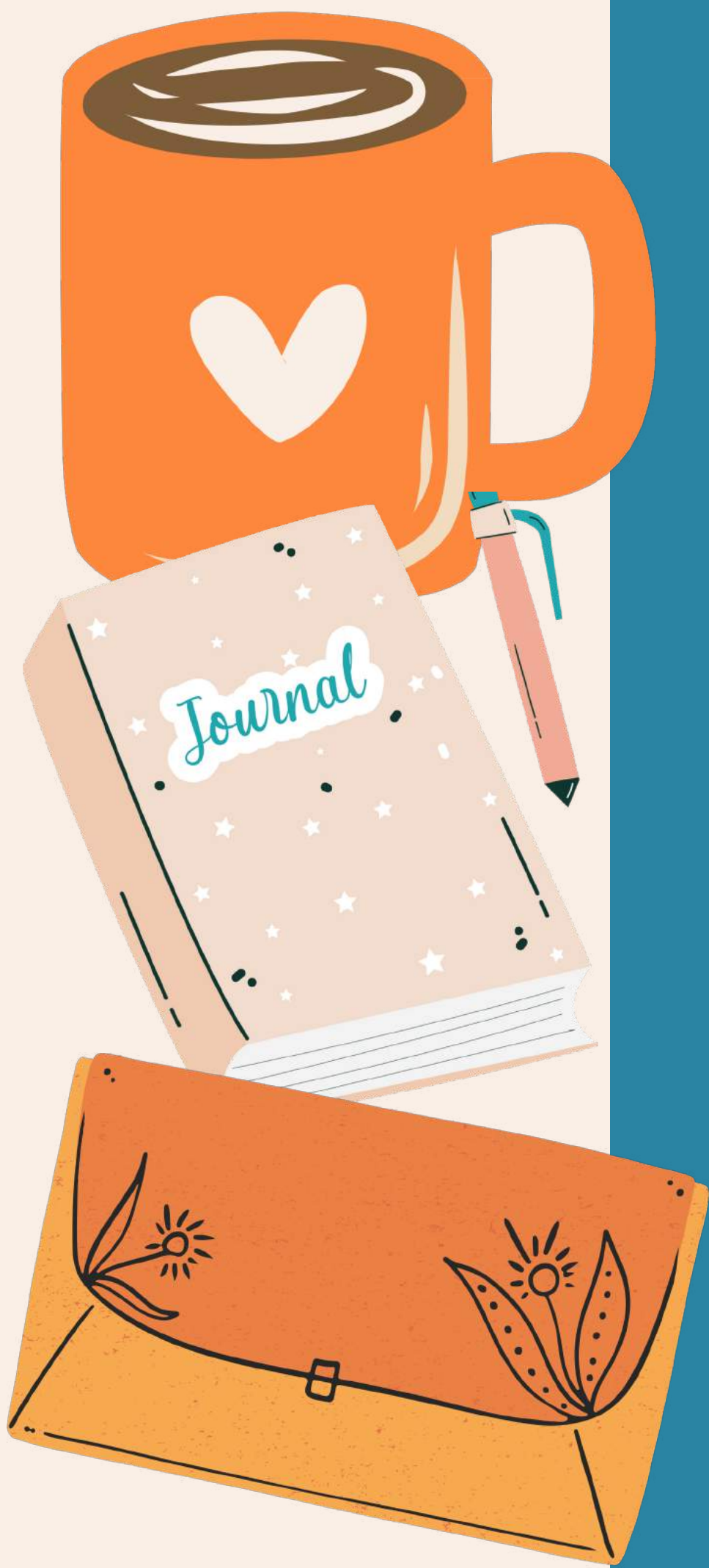


Other Ideas



Zazzle

Other Ideas



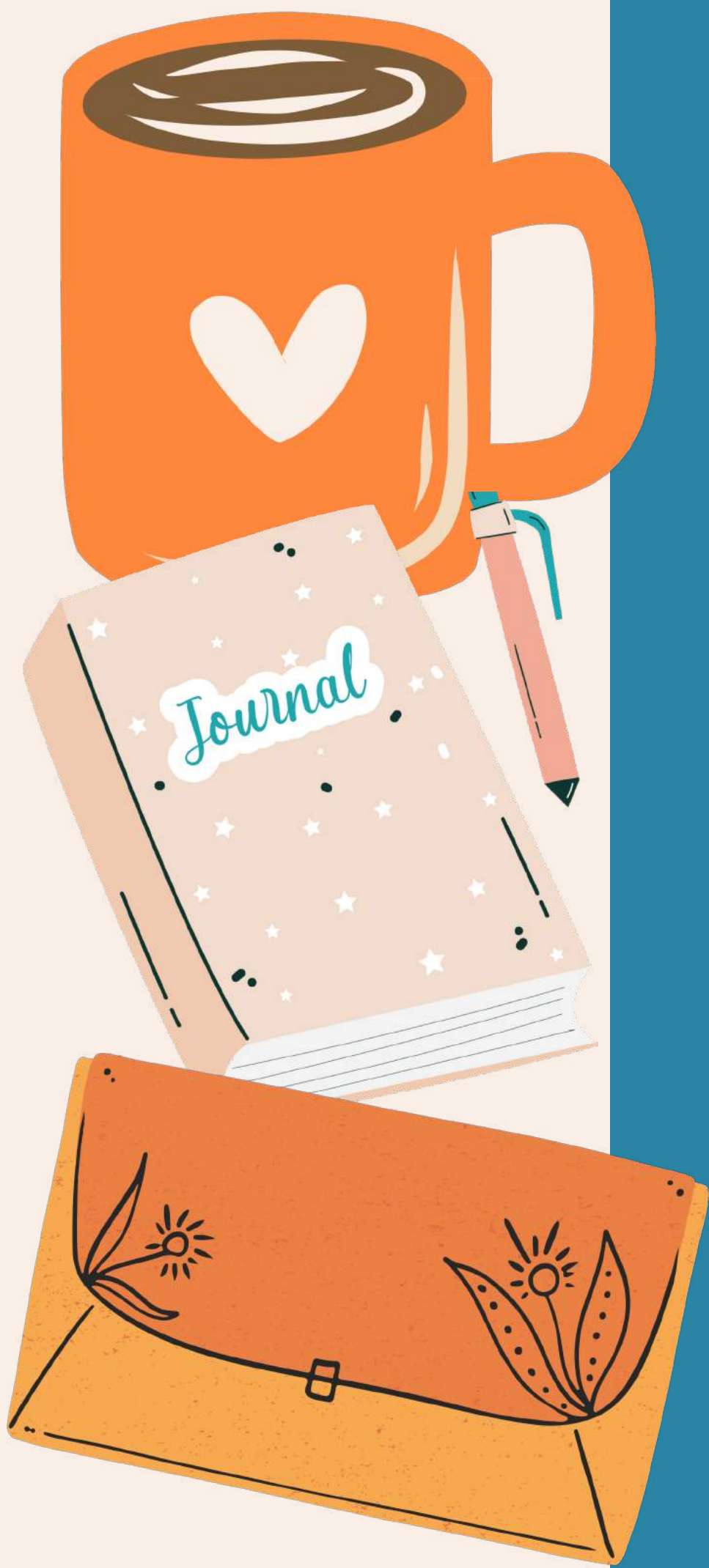
JetPrint

Other Ideas



Gooten

Other Ideas

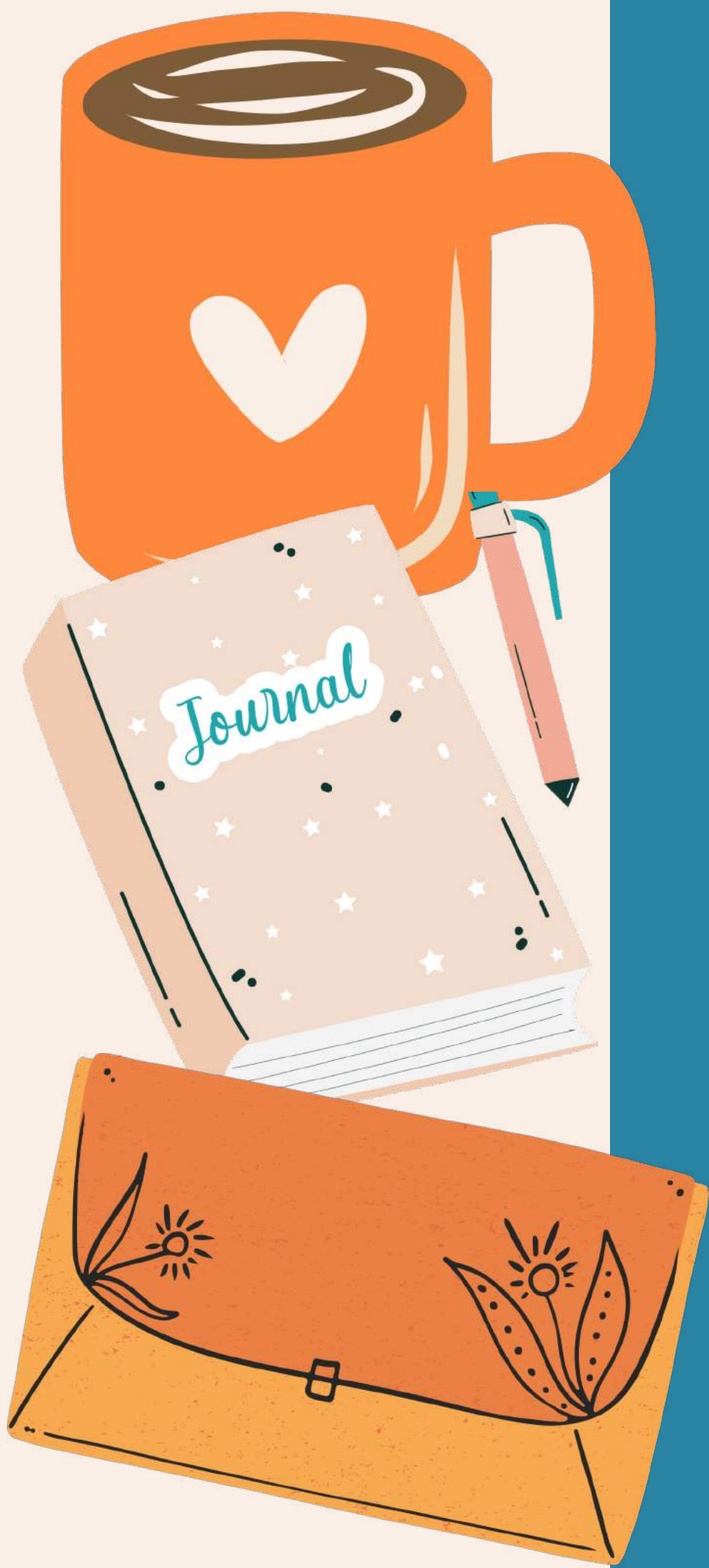


Other Ideas



Printify

Other Ideas

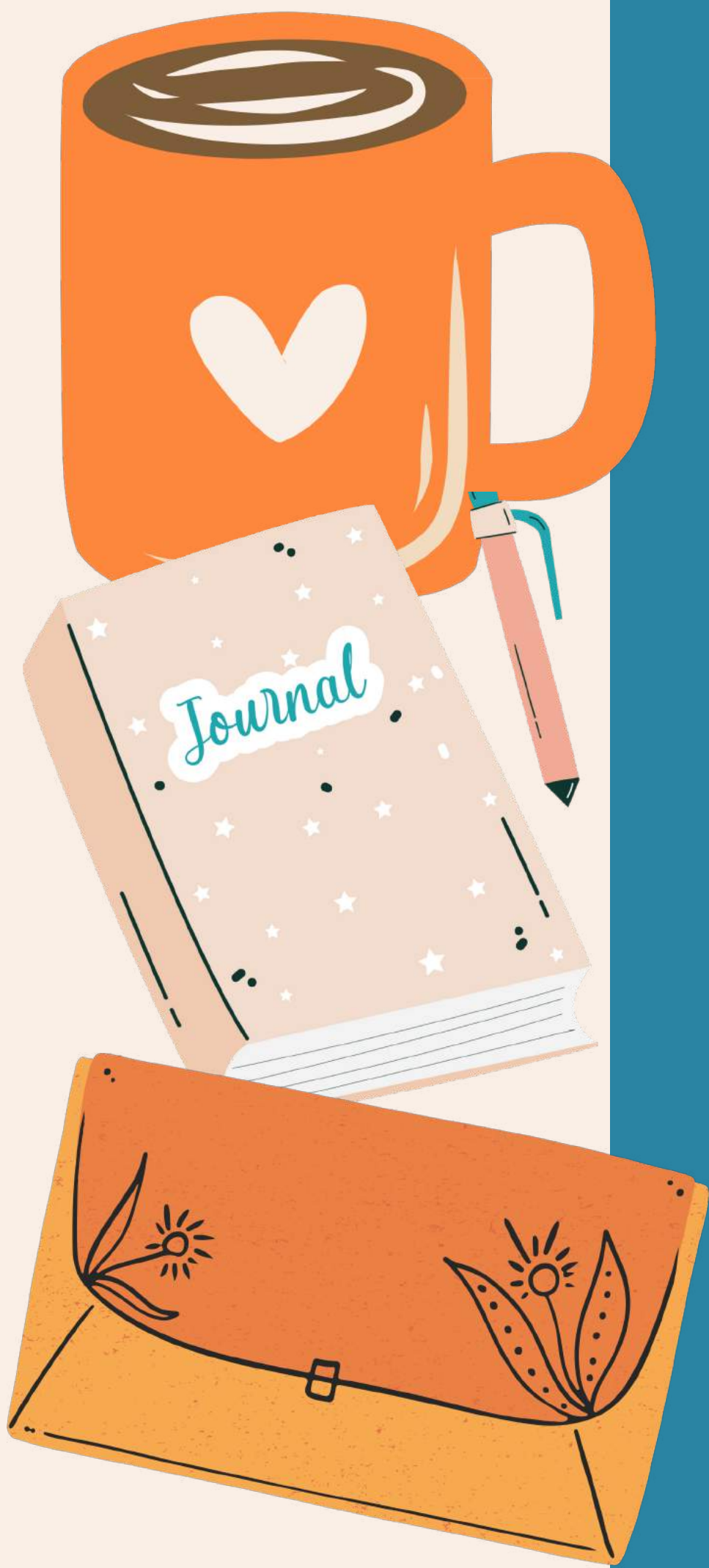


Other Ideas



Wrap Up

- Decide which products represent your “brand” and art style
- Choose the best production type & vendor for you
- Get samples and test products
- Don’t use merch as advertising
- Get a sales permit & use it!



Thank you!

Q & A

