

# Artist Development: How to Sell Your Art

---

Jaanika Okk *Okk Arts*



# Artist Development: How to Sell Your Art

14<sup>th</sup> February 2020

WELCOME

A neon sign spelling the word "WELCOME" in a classic, slightly stylized font. The letters are made of glowing white neon tubing. The sign is mounted on a dark, possibly black, metal frame consisting of two horizontal bars. The background is a deep, dark red or maroon color, which makes the white neon stand out. The lighting is soft, creating a warm and inviting atmosphere. The sign is centered horizontally in the image.

ABOUT ME

## Education:

Fine Arts (printmaking) BA & MA

Arts and Project Management MA

2004 – first solo show

2006 – co-founded an artist run printmaking studio

2008 – managed first art exhibition

2012 – joined Estonian Artists' Association

2016 – founded Okk Gallery. Online Art Gallery

2018 – founded Okk Arts Ltd. Artist Development Consultancy





## Main learning points:

- Exhibiting for 'visibility' (restaurants, hotels and offices)
- Writing proposals
- Asking for details
- Having a courage to say 'no'
- It's ok to ask help and look for advice



- Establishing your 'why'
- Goal setting
- Know your market and how to approach them
- Networking and presentation skills

WHY am

I DOING

THIS?





GOAL SETTING



TURN  
TO CLEAR  
VISION

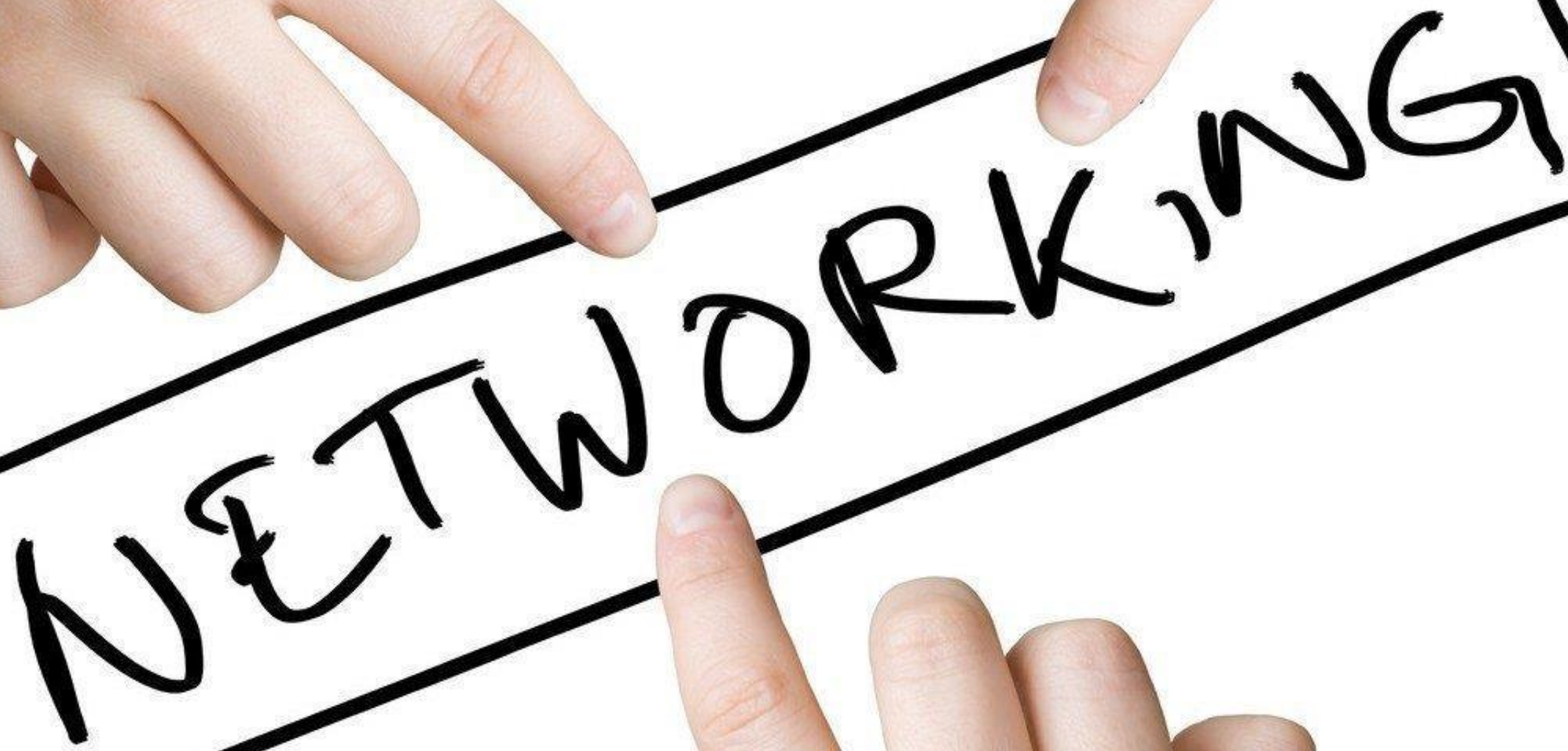
QUARTERS ONLY

50¢

U.S. Manufactured  
and Distributed by  
THE TOWER OPTICAL COMPANY, INC.  
P.O. Box 27  
New Rochelle, N.Y. 10801

TO OPERATE  
TURN  
HANDLE  
ONE  
FULL  
TURN

1864

A close-up photograph showing three hands pointing towards the word "NETWORKING". The word is written in a bold, black, hand-drawn font inside a hand-drawn rectangular box. The background is plain white. The hands are positioned around the box, with fingers pointing towards the text.

NETWORKING

# Thank you!

Jaanika Okk  
Okk Arts Ltd.  
jaanika@okk-arts.com  
07795871205

More information about Artist Development Programme:  
[www.okk-arts.com](http://www.okk-arts.com)