



REDWOOD  
Online Art Fair

An Art Fair Exhibitor Series

ADDITIONAL MATERIALS

ALL ABOUT TRADE EVENTS

## CONTENT IS KING

How to Talk About Your Art

How to be a Successful  
Artist Entrepreneur

## MARKETING TIPS FOR ARTISTS

Invaluable Marketing Tips for Emerging Artists

## WHAT'S A TAGLINE?

What's Your Memorable Tagline: A 5 word  
description for you and your work

What's A Tagline?

## SOCIAL MEDIA SAVVY

RAVE Social Media Guide

Writing Bio, Artist Statement

Engage Your Social Media  
Audience

## PRICING ARTWORK 101: HOW TO PRICE FOR ART SALES SUCCESS

How to Price Art

## WHAT IT MEANS TO SELL TO THE TRADE

What it Means to Sell to the Trade