



AN ARTIST'S GUIDE *to* **INVENTORYING ARTWORK**

the **WORKING** artist™

CRISTA CLOUTIER

Why Inventory Your Art?



One of the most frequently asked questions I get has to do with keeping track of artist inventory. What's the best way to know what you've got and where it is?

Let me tell you, as a working artist you're more than just a creative. You're an entrepreneur with a business to run. You need to have important information ready at your fingertips. The longer you coast through chaos, the deeper the hole you're digging.

It's so easy to let inventory tracking fall to the wayside, because we'd all much rather be making work. But, if you spend the time to properly run your business, you'll save many a headache later. Trust me!

What Are the Benefits of Inventorying Your Art?

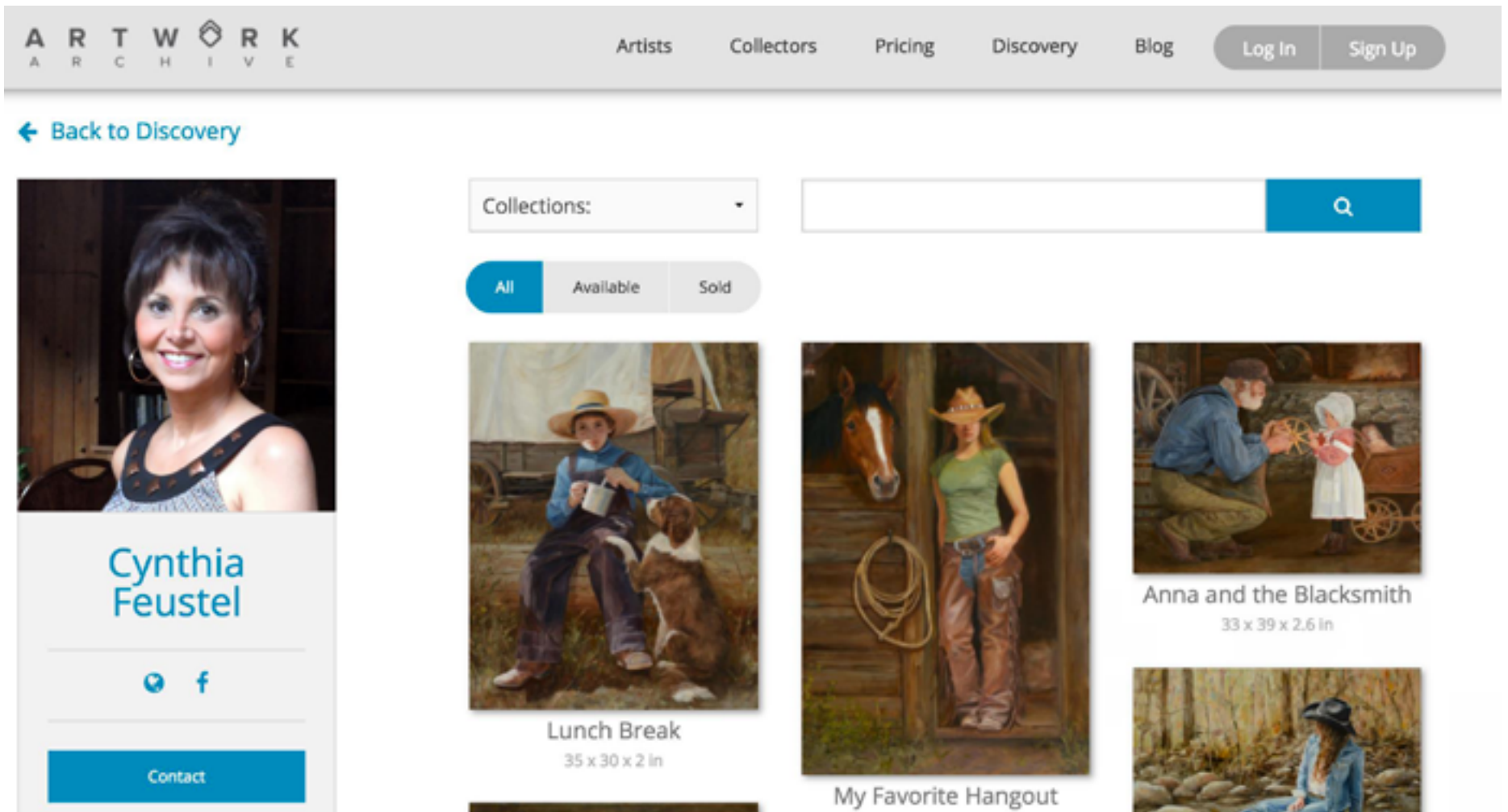


1. Organization! I can't stress enough how important this is. Nobody wants to waste time rifling through endless notebooks, receipts, and emails to find the right information. It's stressful.

2. Professionalism. I always say that how you present yourself in business situations greatly affects your career. Having your inventory in order allows you to make the right impression.

3. It helps you create a better business strategy. When you've organized all your pieces, client information, sales, and galleries, you'll start to see important patterns emerging. This is going to help you moving forward.

4. It makes sharing your artwork so much easier. You can just click and print. You'll also have all the images and details ready to go when you want to upload new work to your website or social media channels.

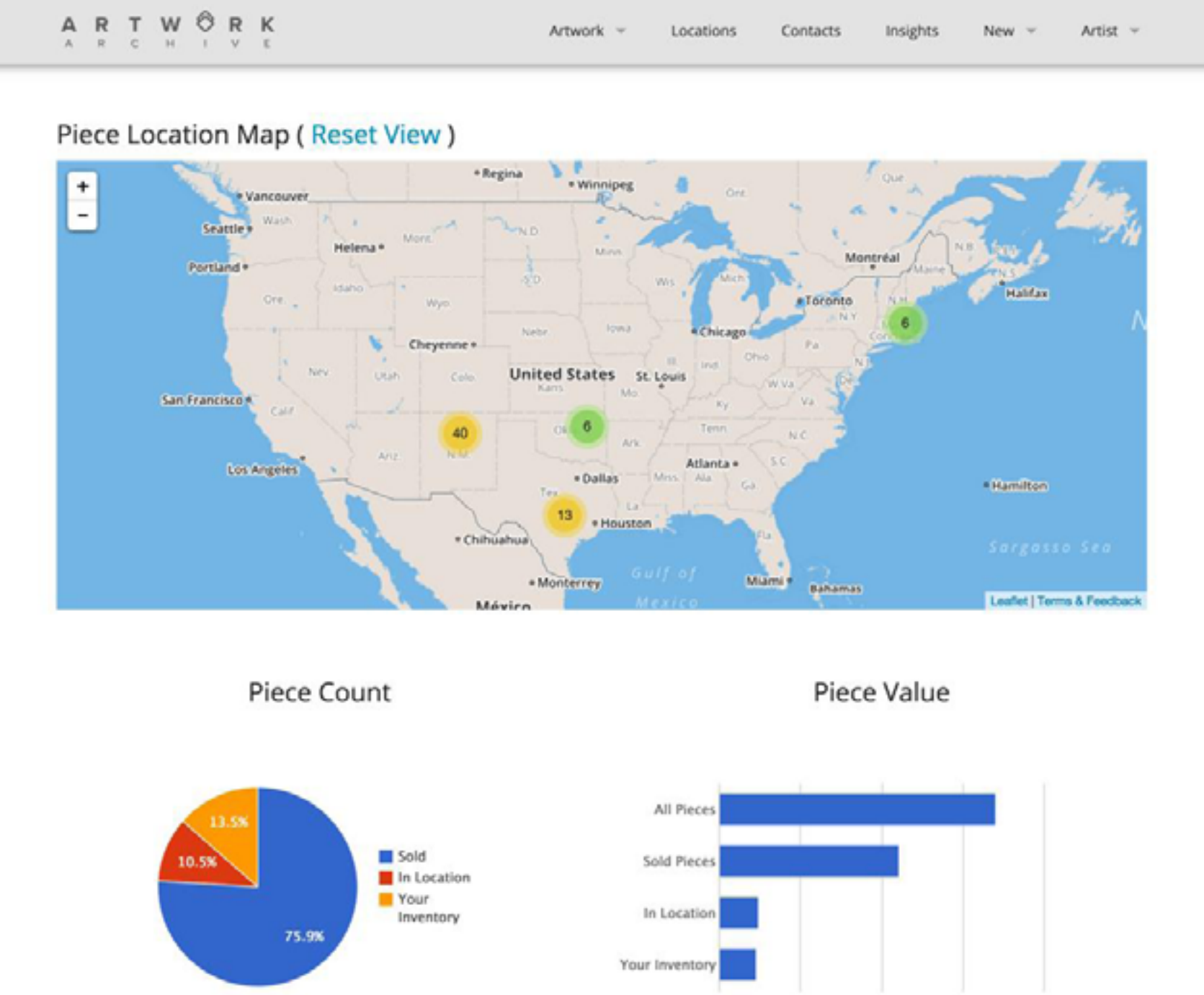


Now, let me tell introduce you to an online inventory system that I believe can help. This is the story of Artwork Archive.

In 2012, Cynthia Feustel was just coming into her own as an artist. She was starting to work with galleries and sell more work. She knew she needed a simple system to manage her business, but all she could find was clunky database software.

Luckily for Cynthia, her son John was a seasoned tech entrepreneur. He saw the problem and knew they could do better. With his mother's input, John created an online tool tailor-made for artists and their specific business needs. Other artists wanted to use Artwork Archive too and voila! a company was born.

Artwork Archive




Artwork Archive’s business management tools allow you to manage your inventory all in one place and access it anywhere. You can track your artwork location, sales and contacts; print professional reports like invoices and portfolio pages; and view powerful business insights to make informed decisions.

Discovery Platform

ARTWORK
ARCHIVE

ArtistsBlogLog InSign Up

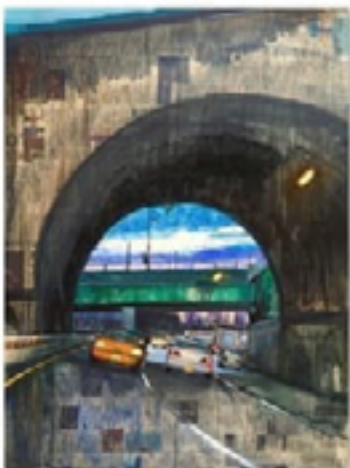


Teresa Haag


Contact Artist

Teresa Haag tells stories through cityscapes. Her unique style, paint application and choice of ground create textural and vibrant paintings which incorporate architecture, environment and atmosphere. She treats her cityscapes like portraits, trying to connect the viewer through common places and the stories that exist within


Collections: ▾




The Schuylkill




The Book Trader Sold







Staten Island Toll




Cooper and N 5th




West Chester Garage



Flight



Rooftops



Northside

I'm really excited about the Public Page feature and Discovery platform, which let you showcase your work. Art buyers can connect with you to learn your story and make purchases. And, best of all, there's no commission. That's right. All the money's yours.

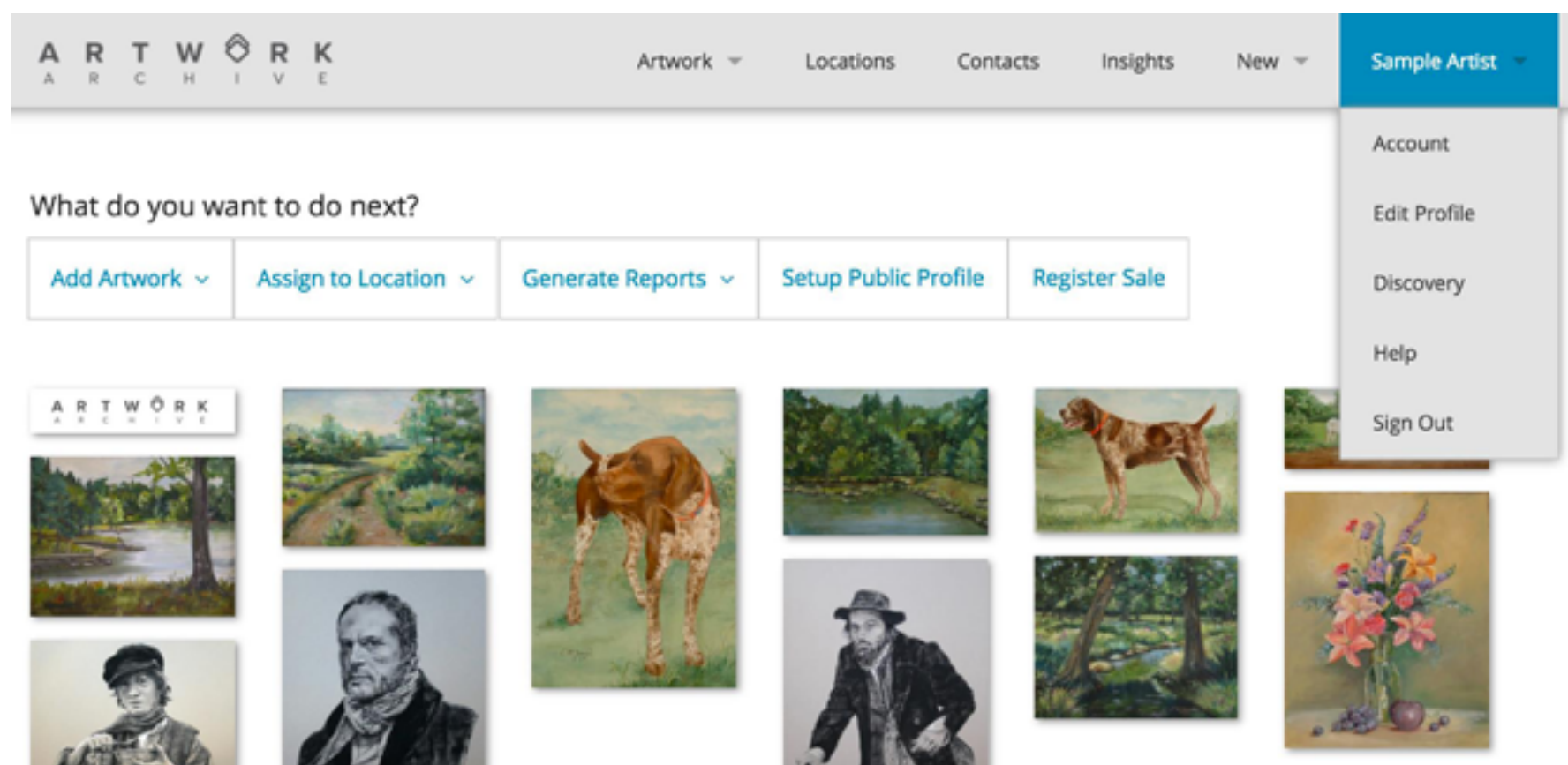
How to Inventory Your Work

So, now you know the benefits of inventorying your work and you've seen the tool I recommend. Here's how I recommend artists use Artwork Archive or create their own system at home.

Step 1: Work Backwards

It can seem overwhelming to inventory a career's worth of art, so I recommend working backwards. That way you'll start with the work that's freshest in your mind.

Step 2: Take Photographs



Don't fall for that trap of not taking photos! It is so important to have a visual reminder of your work, because it can be easy to forget which works goes with what title. If you use Artwork Archive, you'll also be able to send beautiful images of your work to interested collectors, buyers, and galleries using the inventory report or portfolio page feature.

Step 3: Number Your Work

A R T W O R K
A R C H I V E

Artwork ▾

Locations

Contacts

Insights

New ▾

Cynthia Feustel ▾

Pieces

New Piece






New Collection

View/Edit Collections

Assign to Location

Inventory Report

🔍 Search/Filter

	Asian Beauty Sold The model is truly a beauty in this antique hanbok, which is the traditional dress of Korea. The...	Inventory: 4130 Price: \$6,200.00 Size: 30.0 x 20.0 in Creation Date: October 26, 2010	View Edit
	The Gift In the painting of "The Gift", I chose to focus on the sensitive and introspective nature of my m...	Inventory: 4120 Price: \$3,800.00 Size: 24.0 x 18.0 in Creation Date: December 28, 2009 Location: Orly's Art Gallery	View Edit Sell
	Eun Mee (Beauty and Grace) Fine Art Views-Nov 2010, finalist Judge's Comments: Sophisticated and delicate whites. Through g...	Inventory: 4121 Price: \$5,800.00 Size: 28.0 x 22.0 in Creation Date: January 19, 2010	View Edit
	The Red Chair Sold	Inventory: 4124 Price: \$5,800.00 Size: 36.0 x 36.0 in Creation Date: May 19, 2010	View Edit
	The Green Hanbok RAYMAR Fine Art Competition, Finalist, June 2010 Judge's Comments: Nice calm, patient expression	Inventory: 4122 Price: \$5,800.00 Size: 36.0 x 18.0 in Creation Date: November 02, 2010	View Edit

It's useful to have a numbering system in place so you can track your work chronologically and know the basic information just from the label. There is no one way to number your art, but there are plenty of great ideas online if you don't know where to start.

Step 4: Add in the Right Details

A R T W O R K
A R C H I V E

Artwork ▾

Locations


Contacts

Insights

New ▾

Cynthia Feustel ▾

Lines of Time



Title: Lines of Time
Medium: oil on linen
Size (h w d): 20.0 x 16.0 in
Subject Matter: Portrait
Price: \$1,500.00
Creation Date: August 20, 2010
Inventory Number: 4126

Description:
"Lines of Time" was selected as a finalist in the Salon International 2011 which is a juried exhibition of oil paintings seeking & promoting artistic excellence.

It is a project of the International Museum of Contemporary Masters and is hosted by Greenhouse Gallery of Fine Art.

[Portfolio Page \(PDF\)](#)
[Create Limited Edition/Print Run](#)
[Register Sale](#)
[Edit Piece](#)

Current Location

Your Inventory - [Assign To Location](#)

Location History

Name	Start Date	End Date	Current	
Caswell Gallery	February 01, 2013	May 01, 2013		Edit
Orly's Art Gallery	June 03, 2011	August 01, 2012		Edit
Greenhouse Gallery of Fine Art	April 02, 2011	April 22, 2011		Edit

Competition History

None

Limited Edition Runs

[Create New Limited Edition Run](#)

You'll need to record the title, dimensions, inventory number, date, price, medium, and subject matter to have a detailed catalogue of each piece. Of course if you've taken The Working Artist Masterclass you already know this stuff.

Next comes my favorite part...

Step 5: Take Notes on Each Piece

You'll get to relive the creation of each work, reflect on past successes, and see how far you've come as you record the description and any private notes you have for each piece. These can be thoughts you had while creating the work, inspiration, materials used, and even if it was a gift or a commission. This is going to come in handy when you have to write statements or didactics.



Step 6: Assign Work to a Location

A R T W O R K
A R C H I V E

Artwork ▾LocationsContactsInsightsNew ▾Sample Artist ▾

Landscape Gallery

421 Troy Rd
Pittsburgh PA 15801
United States
555-555-7439


Current Pieces

Consignment Report	Labels	Assign Inventory	Return Inventory
Plein Air 1	Plein Air 3	Plein Air 4	

Once you've logged all your pieces, you can assign each piece to a location. That way you'll always know where everything is. I can't tell you how many artists don't have a handle on this. And how unprofessional it looks from a gallery's point of view. Especially when it comes time to have your retrospective. **Plan for success!**

Step 7: Add in Important Contacts

Contact: Ted Franklin






1 Main St
Ithica NY 12345
United States

555-555-1111
tedart@example.com
[Website](#)

Purchases by Ted Franklin

Generate Invoice

Piece	Sold From	Sale date	Sale price	Artist net	Actions
	Turpin Gallery	May 12, 2012	\$4,000.00	\$2,000.00	Show Sale Edit Sale
	Turpin Gallery	May 14, 2012	\$4,000.00	\$2,000.00	Show Sale Edit Sale
	Turpin Gallery	October 26, 2012	\$900.00	\$450.00	Show Sale Edit Sale

Now you can add in important business contacts, so you have the details of your collectors, galleries, designers, curators, and art fair directors all in one place. This also makes it easier to keep them updated on your events.

Step 8: Register Sales




A R T W O R K
A R C H I V E

Artwork ▾LocationsContactsInsightsNew ▾Sample Artist ▾

Sales

Sort: ▾

Sale Location: ▾

	<div>Gizmo</div> <div>Sold From: Artist Collection</div> <div>Sold To: Joe Blue</div>	<div>Sale Date: January 10, 2011</div> <div>Sale Price: \$500.00</div> <div>User Net: \$500.00</div>	<div>Details</div> <div>Edit</div> <div>Create Invoice</div>
	<div>Plein Air 2</div> <div>Sold From: Landscape Gallery</div> <div>Sold To: Frank Robinson</div>	<div>Sale Date: July 30, 2011</div> <div>Sale Price: \$1,000.00</div> <div>User Net: \$800.00</div>	<div>Details</div> <div>Edit</div> <div>Create Invoice</div>
<div>PRINT SALE</div> 	<div>Plein Air 4</div> <div>Run: Print Run #1</div> <div>Print: #2</div> <div>Sold From: Northwest Art Gallery</div> <div>Sold To: Troy Harrison</div>	<div>Sale Date: November 19, 2014</div> <div>Sale Price: \$250.00</div> <div>User Net: \$200.00</div>	<div>Details</div> <div>Edit</div> <div>Create Invoice</div>

Next, register sales to specific contacts. It's important to know exactly who bought what, when, and for how much. This not only satisfies the tax man, but helps you target your audience.

Step 9: Record Competitions

A R T W O R K
A R C H I V E

Artwork ▾LocationsContactsInsightsNew ▾Sample Artist ▾

Competition: 2011 Still Life Competition

Dates

Submission Deadline:October 22, 2011

Notification Date:November 12, 2011

Competition Date:January 03, 2012

Info

Website: [link](#)

Address:United States


Submission Fee:

Notes:

[Edit Competition Info](#)

Pieces Submitted

ACTIONS: Submit Pieces



Oliver

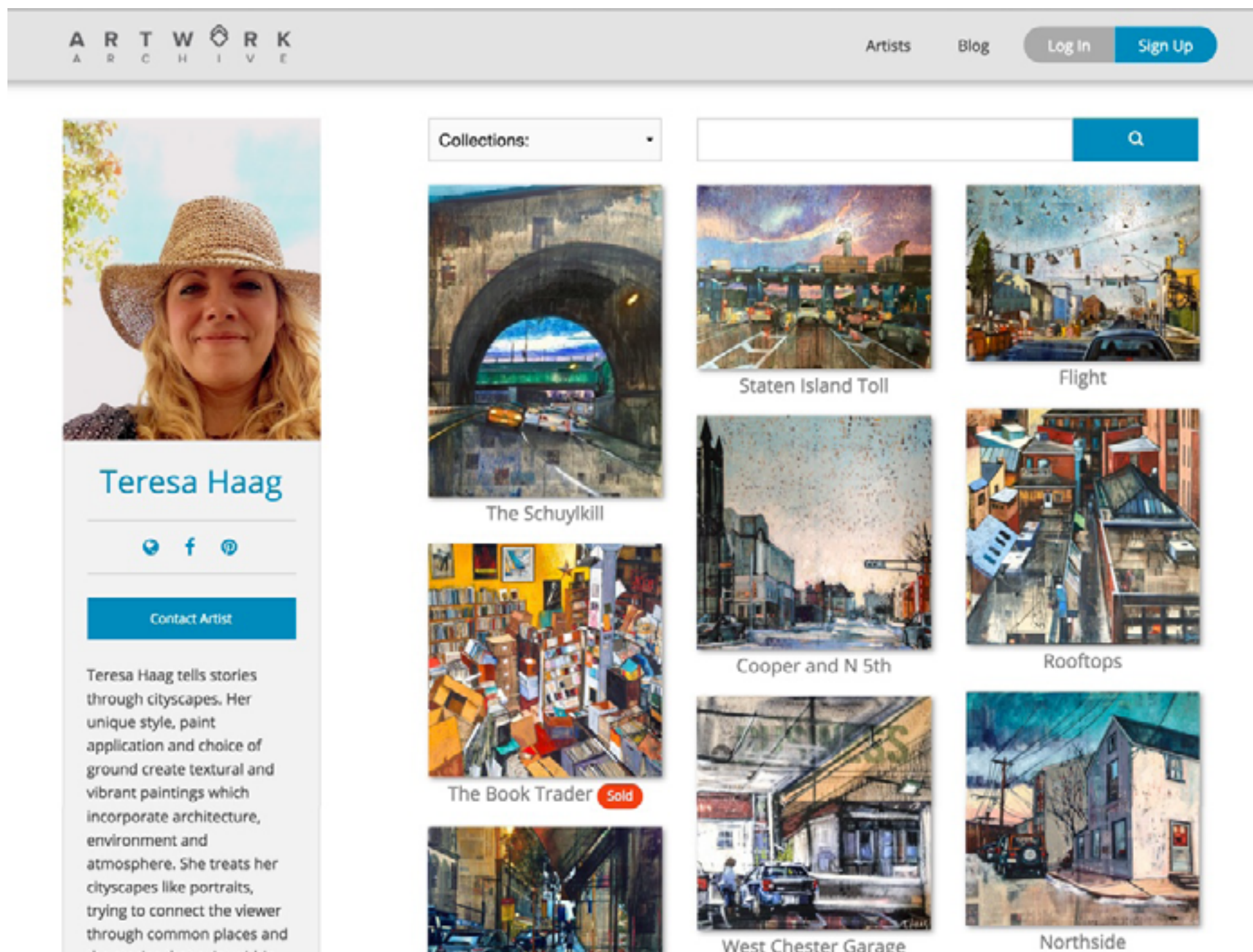
☐ Accepted☐ Won award

Award name

[Delete](#)

Having a log of all the competitions you’ve entered allows you to track where you’ve had success.

Step 10: Enjoy and Share Your Work



If you've chosen to inventory all your work with Artwork Archive, you can either view it all on the Pieces Page or turn on your Public Page and there peruse a beautiful online gallery of your work. You can share it with buyers and collectors. And paid subscribers to Artwork Archive are featured on Discovery, where buyers can contact them directly to make purchases. Remember, you get to handle the transactions and keep all the money!

20% Discount for Life!



Use this link and get a 20% off discount for life!

www.artworkarchive.com/from/twa

Got Questions?

info@artworkarchive.com

So Here's the Skinny

By now you've learned how important it is to keep track of your work and the information you'll need. You can use your own tools to create your archive or you can use Artwork Archive.

Should you decide to check out Artwork Archive, you can sign up for a one month free trial, no card required.

But the best part is that if you use The Working Artist Discount Link, you'll receive **20% off FOR LIFE!**

Just follow this link: www.artworkarchive.com/from/twa

Heads up! I do receive a small commission if you go for it. But know that I wouldn't be recommending this resource if I didn't believe that it can help solve a problem for you.

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