CHECKLIST

Checklist: Adjusting Your Approach When Work Is Not Selling

- [ ] Compare your prices to recent sales of similar work in the same venues
- [ ] Write a clear description that names medium, size, framing and what the buyer receives
- [ ] Identify who actually buys work like yours, not who praises it
- [ ] Post your work in one new space where your buyers already spend time
- [ ] State clearly how payment works and how long delivery takes
- [ ] Test one adjustment, give it a month and record what happens
- [ ] Keep making new work while you adjust your approach to selling existing pieces