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ART & DESIGN



**15 WAYS
AN ARTIST CAN
EARN MONEY**



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Welcome

Thank you for downloading this free e-book. In this short guide I will share 15 ways you can generate income as an independent artist.

I have used all of the mentioned methods in this guide and I share my thoughts on some of their pros and cons. In reality you will probably find yourself using all of them to build yourself a sustainable income.

I hope this information helps you along your path of becoming an independent creative, if you would like to get access to more of my advice make sure to join my gold collective at www.louisdyer.com, from there you will have access to my creative independence course where I share everything I know about art & business!

Thanks again and all the best,

Louis.

15 ways to generate income as an artist

Creating a stable income is absolutely essential if you want to make a living from your creative abilities, there are so many different ways to earn money from your art or creative skills. I have used and currently use most of these methods listed below, I hope this helps!

1. Freelancing websites

Using freelancing websites can be a great way of sourcing new clients, the beauty of these websites is that the work can be so varied and interesting.

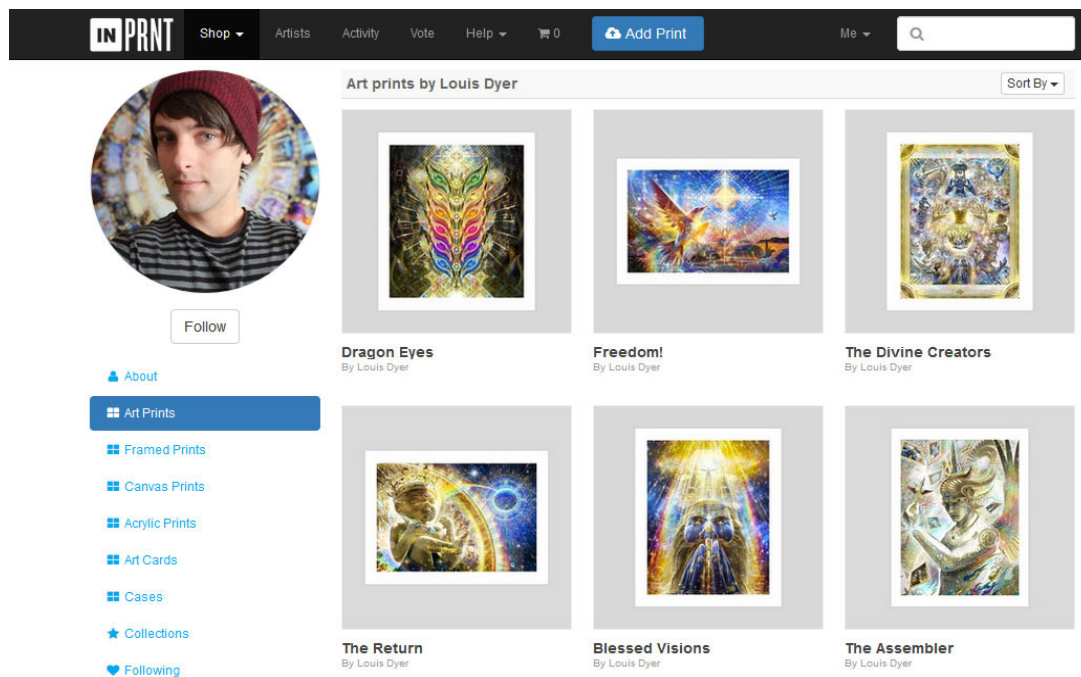
The downside is it can be hard to make decent money with most clients looking for the cheapest fee. But if your lucky enough to find the right clients, you can find some really great paying jobs and possible stable work.

I was able to land many art and design jobs and have made some new friends in the process. If you google 'freelancing work' websites I am sure you will find a bunch of websites, below are two I have used in the past with great success.

www.peopleperhour.com

www.upwork.com





2. Selling Prints

Selling prints online has never been easier, there are many websites that you can submit your work too and they take care of the production and shipping of the artworks for a small cut of the sale. You can of course produce your own prints for sale, go to a local printer and ship them yourself. This gives you the chance to sign the prints and customise your packing/shipping as you deal with everything.

I have done both in the past, in my experience you can make more income from selling more exclusive signed prints but it's certainly much more work and more stressful. I have for example accidentally damaged my prints as I was wrapping them for shipping, which meant I had to get more printed, costing me to lose a chunk of my profit.

I currently only sell my work through online stores as I am travelling and I'm not able to source prints locally.

The main websites I use for this are:

www.Society6.com

www.inPrnt.com

www.redbubble.com

3. Digital wallpapers

I noticed that my artworks were constantly being downloaded from the internet without my consent, people would crop chop and edit my work and use them as digital wallpapers on their phones/ computers and tablets.

Now this of course is practically unavoidable and comes with the risk of sharing your work online. So I thought maybe if someone liked my work that much, they would pay £0.99 for a high resolution copy of my work. It actually worked well and I was able to make a small income from selling HD resolution copies of my work.



4. Selling your own digital tools and stock

I also decided I could sell my Photoshop brushes and stock imagery packs that I use to create my work, again the profit from these is small but it honestly is surprising how much each sale adds up over time!

You can sell your own digital assets via your own website like I do or use some of these popular sites below:

<https://www.istockphoto.com/>

<https://www.alamy.com/>

<https://stock.adobe.com>

<https://www.deviantart.com/>

<https://www.shutterstock.com/>

5. E-Courses and E-books

Over the years I have had many people ask me how I create my artwork and how they do learn to do something similar. So back in 2015 I decided to create my first online school where I sold digital painting e-courses. This provided me with a very healthy income for years.

If you are not equipped to start your own websites you can sell your content on websites such as:

<https://www.udemy.com/>

<https://www.skillshare.com/>

If you have a specialised skill or knowledge that you would like to share, creating e-books and e-courses and charging for them would definitely be the way to go. You can also offer free courses or e-books to gain followers/connections, just like I have done with this free e-book!

6. Commissions

Commissions are perhaps my favourite source of income as they pay well and give you the chance to connect with someone and make their vision a reality! I get a number of varied commissions from individuals, companies and publishers.

I find that one the best places to gain commissions is by announcing on social media that you are available for commissions when you post your next piece. That way you also attract customers who want a piece in your exact style. Also make sure to check the freelancing websites I mentioned before.

7. Licensing

After creating for several years and developing my portfolios I realised I actually had an extensive catalogue of work which was just sat there and not really doing anything for me. So I decided to start licensing my work, people pay to use my work in their promotional materials or products for example I have one company who regularly purchases my work to use for their online promotions. It is a great way of earning extra income on pieces of art that are just sitting there!

8. Reviews

I have reviewed several digital art products in the past, some of these reviews gained a lot of views and attention. As a result I have had more companies commission me to write about or demonstrate their products. This can be really fun, it pays well and is a way of establishing yourself as an expert in a certain field.

I mostly reviewed digital art products and software that I used in my day to day work.

9. Affiliates

Many online stores have an affiliate system, affiliates work by directing people to a product, when that person buys the product a certain percentage of that sale will go to you. On one of my reviews I had an affiliate link that generated a really healthy source of income. But be careful not to rely on this income, if a company changes it's affiliate system you could lose that stream of money (which sadly happened to me!) The key is to use many different avenues on affiliate income and see what works best for you!

I always had success with digital art products such as styluses and graphics tablets. I would create new artworks and reviews with these products and then link and tag the product with an affiliate link.

10. 1 to 1 Tuition

Similar to creating e-courses and e-books you can also offer 1 to 1 tuition to teach people how to learn a particular skill or information. With the current state of the world in person teaching will probably decline but 1 to 1 tuition can still be performed online via skype or zoom.



11. Clothing / Decor.

Just like selling art prints, there are a number of websites out there that let you upload your art or designs to clothing and home decor products to sell. You then get a percentage of each sale.

I have had great results with:

<https://society6.com/>

<https://www.redbubble.com/>

www.rageon.com

www.zazzle.com

<https://liveheroes.com/en>

12. Patreon

Patreon is a great way for your fans to show you some support! They can pay you monthly or each time you create something new. You can offer various reward tiers as payment, such as charging them \$1.99 a month to get access to your latest work, newsletter and digital wall-papers. Then maybe another tier that's worth \$4.99 a month for extra goodies like polls, vlogs, livestreams and other behind the scenes content.

There are so many artists using Patreon as a healthy stream of income, it takes dedication to build your audience but the rewards can be worth it!

<https://www.patreon.com/>



13. Your own subscription website

You may have success with Patreon, but you can also want to create your own subscription service on your own website to allow fans to stay connected with your work.

This is something new I have implemented on my own website and so far the results have been amazing!

14. Livestreaming

Artists can now be paid for livestreaming, fans can send credits or tips while creators stream and connect with their audience or earn through adverts that run during your livestream. Many of the main social medias offer live streaming services but you need a strong active audience to start seeing any good results.

[Youtube](#)

[Twitch](#)

[Facebook](#)

15. Donations and Grants

Finally, it can be a good idea to search for available artists grants, they can be offered to help fund creative projects. Each grant is different and will come with it's own terms so make sure to research what it is you are applying for!

I have found the following website to be good for finding available grants, remember to look locally too!

<https://www.artworkarchive.com/blog/complete-guide-to-2021-artist-grants-opportunities>

Conclusion

The only real way to make money is to network, promote and commit!

The key to making a living as an artist today is to constantly network and promote your best work when ever possible. Once you have fully committed to making a living from your art, make it obvious to the world how serious you are. Be polite, professional and kind to others and you will receive the same treatment back.

To sum up...

So as you can see there are a lot of streams of income here, some are more major than others but they all play a part in boosting my profile and supporting my lifestyle.

Since going self employed I have connected with so many interesting clients and have built many new friendships.

I hope this list helps you on your path to becoming a successful independent artist!