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A LETTSART GUIDE FOR ARTISTS & INDEPENDENT GALLERIES

The Definitive Guide to Gallery Success

Fifteen steps to build a professional online gallery, turn visitors into collectors and grow a sustainable art business — on your own terms.

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Every successful gallery starts with a single decision to share your work

Welcome to *The Definitive Guide to Gallery Success* — a fifteen-step guide to making the most of your LettsArt gallery. Whether you're an old hand at digital representation or new to the art world in general, you'll find practical, proven ways to build an online art business using LettsArt.

Whether you're exhibiting your artwork for the first time or moving away from social media and online marketplaces, creating your own online gallery is one of the most important steps you can take as an artist or independent gallery.

Unlike social media, where your work competes with endless distractions, your own gallery gives visitors one place dedicated entirely to your art. It becomes your digital studio — a space where collectors can discover your work, understand your creative process and buy directly from you.

The good news is that you don't need technical skills to build a professional gallery. With LettsArt, you can create a polished online presence in less than an hour.

■ How this guide is organised

The fifteen steps are grouped into five parts, each building on the last: laying strong foundations, curating a gallery people want to explore, converting visitors into collectors, growing your audience, and finally scaling into a sustainable art business. Each part ends with practical actions you can complete before moving on — and the guide closes with a 60-day growth plan that pulls everything together.

HOW LETTSART HELPS

LettsArt has been designed specifically for artists and independent galleries who want complete control over how their work is presented. Instead of relying on crowded marketplaces or changing social media algorithms, you own your gallery, your branding and your relationship with collectors. Art Intelligence also speeds up common tasks such as writing artwork descriptions, generating tags and creating homepage imagery — letting you spend more time making art.

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PART ONE • STEPS 1-5

Building a Strong Foundation

Every successful gallery starts with a strong foundation. In this first part we cover how to get the fundamentals right: the name above the door, the first impression your homepage makes, the story you tell, and the work you show.

IN THIS PART

- 01 Give your gallery a memorable name
- 02 Add a professional hero image
- 03 Write an About page people actually want to read
- 04 Upload at least five artworks
- 05 Complete your gallery profile

Give your gallery a memorable name

Your gallery name is often the first thing visitors notice. For many artists, using your own name works perfectly. Others may prefer a studio name or collective identity. Whichever you choose, keep it:

- Easy to remember
- Easy to spell
- Consistent across your website and social media
- Authentic to your artistic identity

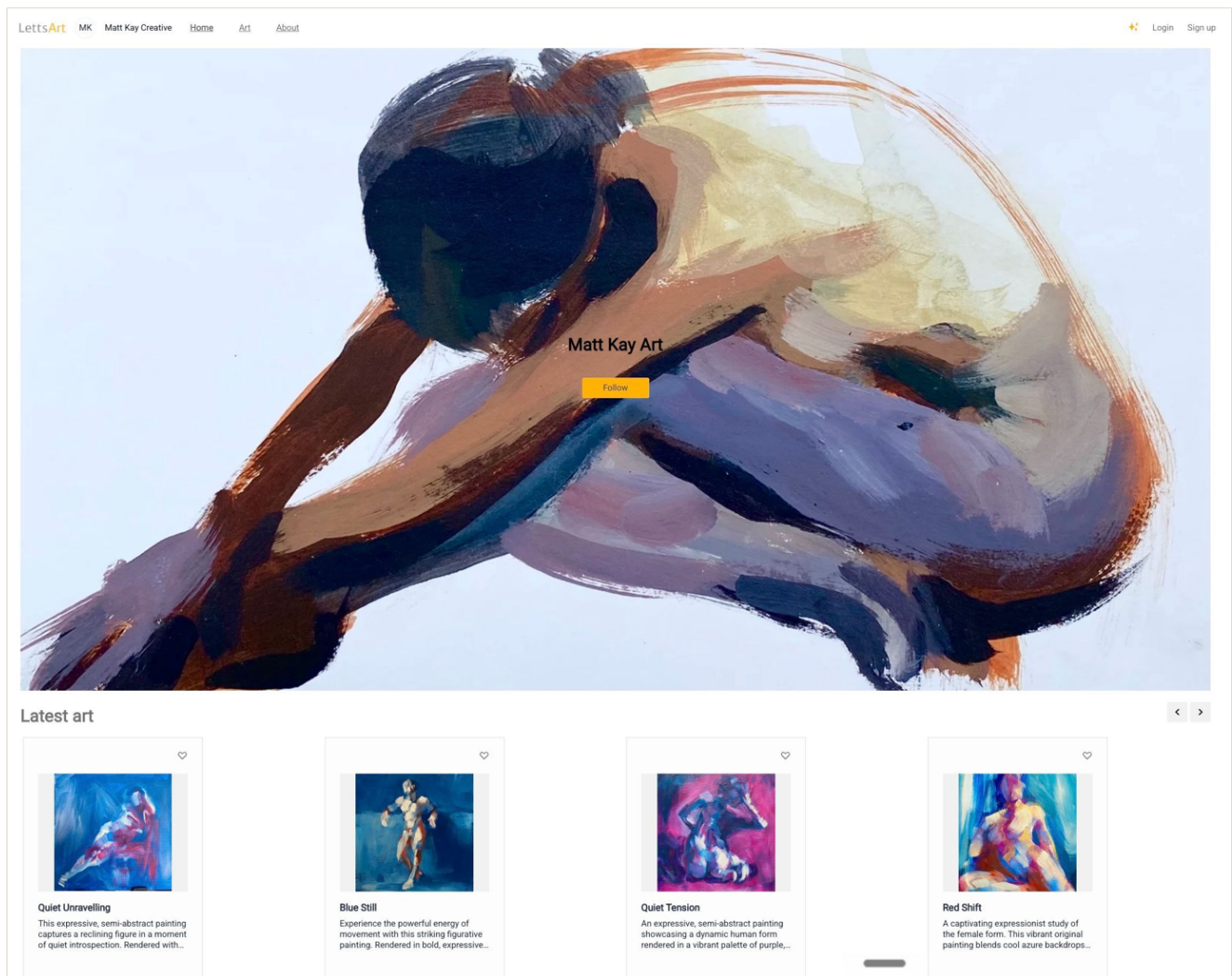
Avoid changing your gallery name frequently — consistency helps people find you again.

Add a professional hero image

The top of your homepage creates your first impression. Rather than leaving it blank, choose an image that immediately communicates your artistic style. This could be:

- Your studio
- A signature artwork
- A detail from a collection
- An AI-generated artistic banner created inside LettsArt

Your homepage should invite visitors to explore further.



A professional hero image is just one of the five fundamentals to get right.

Write an About page people actually want to read

Collectors don't only buy artwork. They buy stories. Your About page should explain:

- Who you are
- What inspires your work
- What mediums you use
- What themes you explore
- Where you're based
- Why you create

ART INTELLIGENCE TIP

Don't worry about writing the perfect biography. LettsArt's Art Intelligence can generate a strong starting point which you can personalise with your own voice.

Upload at least five artworks

A gallery with one or two artworks feels unfinished. Aim to upload at least five pieces before sharing your gallery publicly. Each artwork should include:

- A high-quality image
- A clear title
- Medium
- Dimensions
- Year created
- Description
- Tags

Think of every artwork as another doorway into your gallery.

Complete your gallery profile

Small details build confidence. Make sure you've added:

- Your location
- Contact information
- Social links
- Artist photograph
- Website (if applicable)

Collectors are far more likely to engage when they know there's a real person behind the work.

BONUS STEP — CHECK EVERYTHING FROM A COLLECTOR'S PERSPECTIVE

Before sharing your gallery, spend five minutes browsing it as though you're visiting for the first time. Ask yourself:

- Does the homepage look inviting? · Is it obvious what kind of artwork I create? · Can visitors quickly find my best work? · Is it easy to contact me? · Would I trust this gallery enough to enquire about a purchase?

A few small improvements can make a significant difference.

BEFORE YOU MOVE ON TO PART 2 MAKE SURE YOU HAVE

- ✓ Named your gallery
- ✓ Added a homepage image
- ✓ Written your About page
- ✓ Uploaded at least five artworks
- ✓ Completed your profile

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PART TWO • STEPS 6-7

Build a Gallery People Want to Explore

Creating great art is only part of building a successful online gallery. The way you organise, present and update your work has a huge influence on whether visitors stay, explore and ultimately become collectors.

Think about walking into a physical gallery. The artwork isn't randomly placed on the walls. Pieces are carefully grouped, stories are told, and visitors are guided through an experience. Your online gallery deserves exactly the same attention.

In this part you'll learn how to organise your work like a curator, tell the stories that make your art memorable, and keep your gallery fresh so visitors always have a reason to return.

IN THIS PART

06 Organise your collection like a curator

07 Keep your gallery fresh

Organise your collection like a curator

A well-organised gallery helps collectors discover more of your work and understand your artistic journey. Instead of uploading artwork in a random order, create meaningful collections that encourage visitors to browse naturally.

■ Create collections

Collections allow you to group related artwork together — for example *Landscapes*, *Portraits*, *Wildlife*, *Abstract Series*, *Summer Collection 2026* or *Urban Sketches*. Collections help visitors quickly find artwork that matches their interests while showing the depth of your portfolio.

■ Organise by theme

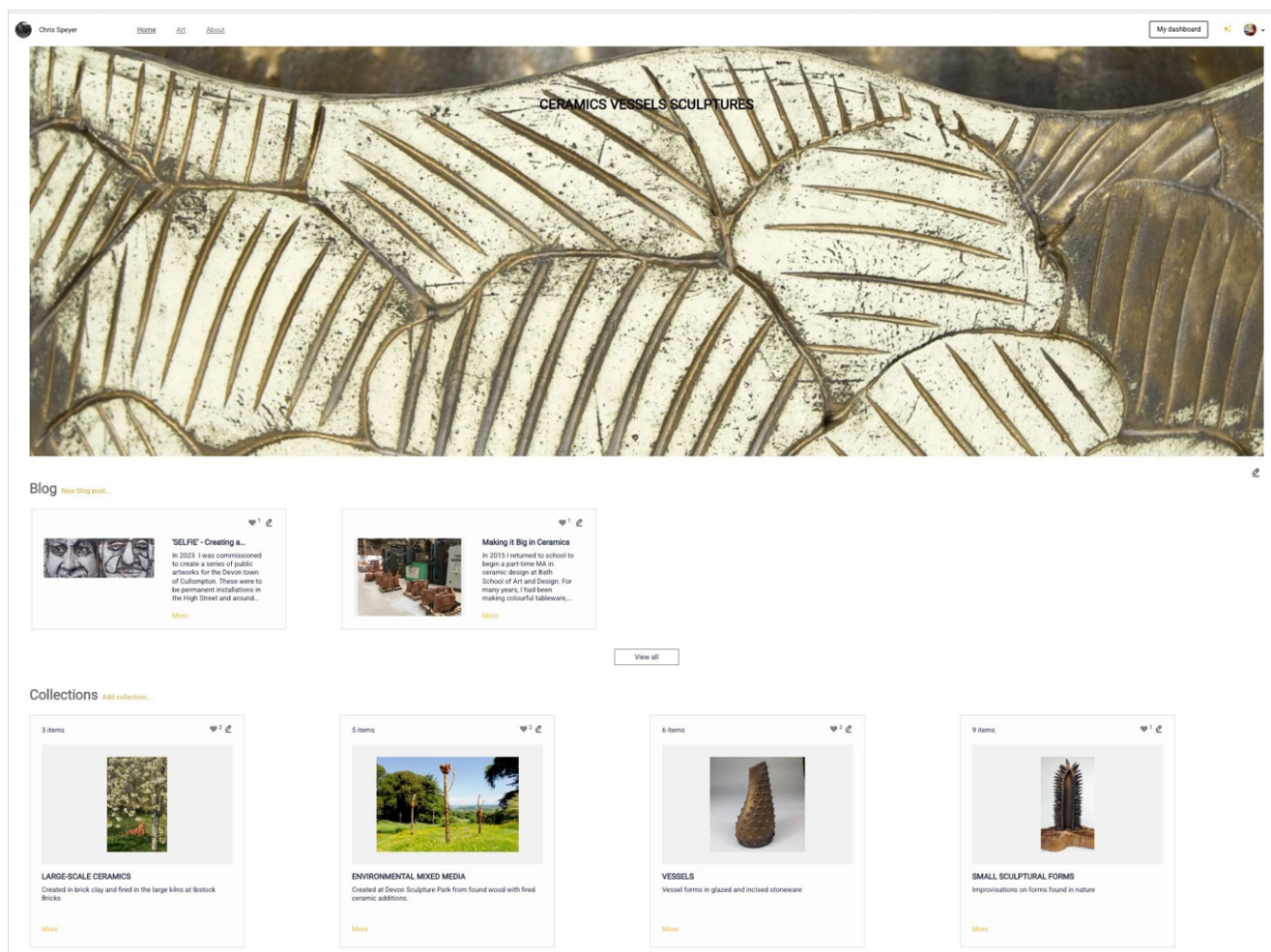
Themes tell a bigger story. Ask yourself: what ideas connect these pieces? What emotions do they share? What inspired this body of work? A themed collection often feels more valuable than individual pieces shown on their own.

■ Group by style

Many artists experiment with different techniques — realism, impressionism, contemporary, minimalism, mixed media. Grouping work by style helps collectors find pieces that fit their personal taste.

■ Separate by medium

Some buyers only collect certain mediums. Create dedicated sections for oil paintings, acrylics, watercolour, photography, digital art, sculpture or prints. This makes browsing far easier for serious collectors.



Create meaningful collections that encourage visitors to browse naturally.

■ Showcase limited editions

Limited editions deserve their own spotlight. Creating a dedicated collection highlights scarcity and makes these works easier to discover. Include:

- Edition size
- Number remaining
- Signing details
- Certificate information

Collectors appreciate transparency, so also tell the story behind your art. People rarely buy artwork because of the canvas alone. They buy the emotion, meaning and story that comes with it. Storytelling transforms a beautiful image into something memorable. Stories help collectors connect emotionally, understand your inspiration, appreciate your creative process, remember your work and share your art with others.

The stronger the emotional connection, the longer visitors stay in your gallery.

■ Explain your process

Many collectors love understanding how artwork is created. Talk about the materials you use, techniques you've developed, challenges you overcame, how long the piece took, and unexpected discoveries along the way. You don't need to reveal every secret — just enough to make people feel part of the journey.

■ Go behind the scenes

Behind-the-scenes content consistently attracts attention. Show your studio, your workspace, sketchbooks, paint palettes, digital workflows, equipment, and finished pieces beside works in progress. Collectors enjoy seeing the person behind the artwork.



Keep your gallery fresh

An active gallery encourages repeat visits. Collectors are much more likely to return if they know there's always something new to discover. Fresh content also signals that you're actively creating.

■ Post regularly

You don't need to publish every day. Consistency matters more than frequency. Aim to add something every week, such as:

- New artwork
- Studio updates
- Stories
- Collections
- Progress photos

Small updates keep your gallery active.

■ Launch new releases

Rather than quietly uploading artwork, create a launch. Announce a new series, a collection release, limited editions, exhibition previews or available originals. Building anticipation makes each release feel like an event.

■ Share work in progress

Many artists underestimate how valuable unfinished work can be. Progress posts keep your gallery active, encourage conversation, build anticipation, show your craftsmanship and create deeper engagement. Collectors often become emotionally invested long before a piece is complete.

PART 2 IN SUMMARY

A successful gallery is more than a portfolio — it's an experience. Curate your work into meaningful collections. Tell the stories that only you can tell. Let visitors see the creative journey, not just the finished result. Keep your gallery active with regular updates.

Small improvements, made consistently, can transform a static gallery into a destination collectors genuinely enjoy visiting.

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PART THREE • STEPS 8–10

Turn Visitors into Collectors

Every collector starts as a curious visitor. Getting people to visit your online gallery is a huge achievement — but attracting visitors is only half the challenge. The galleries that consistently sell artwork are those that remove uncertainty, answer questions before they're asked, and make it easy for collectors to take the next step.

Collectors rarely buy because they feel pressured. They buy because they feel confident. In this part, you'll learn how to price your artwork confidently, remove barriers that prevent people from buying, and build trust through genuine conversations. Let's turn interest into action.

IN THIS PART

- 08 Price your artwork with confidence
- 09 Make buying easy
- 10 Use Studio Rooms to build relationships

Price your artwork with confidence

One of the biggest challenges artists face isn't creating great work — it's deciding what it's worth. Price too low and buyers may question its value. Price too high without justification and you may discourage new collectors. The good news is that pricing doesn't have to be mysterious.

■ Start with a consistent pricing strategy

Rather than guessing each time, create a simple pricing framework. Consider factors such as:

- Size
- Medium
- Time invested
- Materials
- Experience
- Previous sales

Consistency builds confidence. When collectors browse your gallery, pricing should feel logical rather than random.

BONUS BENEFIT — LETTSART MARKET

All priced artwork goes straight into LettsArt Market — providing you with a new distribution channel to reach collectors. All you need to do is price your artwork and make it available for sale. No need for anything else!

LettsArt

MARKET

Q

Search by artist, style, or ask AI for recommendations...

→

All

Paintings

Photography

Sculpture

Video

Digital

NFTs

Prints

Posters

Collect Art & Photography

Discover unique works from emerging artists around the world.

Sort by: Recommended

Filters

Price Range

☐ Under £500
 ☐ £500 - £1,000
 ☐ £1,000 - £2,500
 ☐ £2,500 - £5,000
 ☐ Over £5,000

Medium

☐ Oil
 ☐ Acrylic
 ☐ Watercolor
 ☐ Digital
 ☐ Mixed Media
 ☐ Bronze
 ☐ Photography
 ☐ Print

Style

☐ Abstract
 ☐ Contemporary
 ☐ Minimalist
 ☐ Pop Art
 ☐ Surrealism
 ☐ Portraiture

1000+ results

Pollock's Water

philip

This abstract photograph presents a dynamic field of light and shadow, featuring numerous white and off-white circular...
 'Pollock's Water' is an abstract photography serie...

950 £

Details Buy

Pears 3

reflexeye

This photograph features three ripe pears, displaying variegated greens and soft brown tones, suspended against a dark,...

500 £

Details Buy

Windaxe

isabel

This is a product photography image of a sleek, dark abstract sculpture, reminiscent of a bird's wing or an axe blade, set again...
 Bird of prey, axe of the skies, slashing through th...

3,850 £

Details Buy

Sofa

isabel

This expressive figurative study depicts a seated or reclining nude, rendered with fluid watercolor washes and dynamic oil pastel...
 W/C pastel, oil pastel on paper. Unframed 594 x ...

595 £

Details Buy

line

isabel

This minimalist mixed-media artwork features an abstract figurative drawing. Delicate, flowing lines in various colors,...
 mixed media simples

495 £

Details Buy

Vicious Circle

isabel

This contemporary artwork features a bold circular arrangement of distressed steel saw blades, each segment riveted to the...
 Old discipline, new context. Steel – once the cutti...

900 £

Details Buy

Pricing is critical — especially as priced art goes directly on to LettsArt Market.

■ Originals vs prints

Collectors understand that originals and prints serve different audiences. Original works typically command higher prices because they're unique. Limited edition prints provide an accessible entry point for new collectors while maintaining exclusivity. Clearly state the edition size, print quality, numbering and signature information. The more transparent you are, the easier it is for buyers to make decisions.

THE DEFINITIVE GUIDE TO GALLERY SUCCESS

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■ Pricing commission work

If you accept commissions, avoid creating bespoke prices every time. Instead, provide starting prices based on canvas size, medium, complexity and the number of revisions included. Collectors appreciate knowing what to expect before starting a conversation.

■ When should you increase prices?

Many artists wait too long. Consider increasing prices when:

- Your work consistently sells
- You have an established collector base
- Demand begins to exceed supply
- Your reputation grows through exhibitions or awards
- New collections show a noticeable improvement in quality

Price increases don't need to be dramatic. Small, regular increases often feel more natural than large jumps.

Make buying easy

Imagine walking into a gallery where every artwork had no title, no dimensions and no indication whether it was available. You'd probably walk away. The same applies online. Every unanswered question creates friction. Your goal is to remove as much uncertainty as possible.

■ Include complete artwork information

Every artwork should clearly include:

- Title
- Medium
- Dimensions
- Year created
- Framing information
- Availability
- Price (where appropriate)

The easier you make it for collectors to understand a piece, the more likely they are to enquire.

■ Explain shipping clearly

Shipping is one of the biggest causes of hesitation. Answer common questions upfront:

- Which countries do you ship to?
- How is artwork packaged?
- Is shipping included?
- Are works insured?
- How long will delivery take?

Collectors are far more comfortable buying when expectations are clear.

■ Show availability

Don't leave buyers guessing. Clearly indicate whether artwork is available, sold, reserved, available as a print or available for commission. Urgency can encourage action, but transparency builds trust.

■ Answer frequently asked questions

Most artists receive the same questions repeatedly. Turn those questions into a helpful FAQ section covering payment methods, framing, certificates of authenticity, returns, the commission process and shipping. Every answer saves both you and your collector time.

Use Studio Rooms to build relationships

Collectors don't just buy artwork. They buy stories. They buy confidence. Most importantly, they buy from artists they feel connected to. That's where Studio Rooms become incredibly valuable. Rather than simply displaying artwork, you can invite conversation around it.

■ Encourage questions

Invite collectors to ask about your inspiration, techniques, materials, process and future collections. Many buyers simply need permission to ask — a friendly invitation can start meaningful conversations.

■ Respond promptly

Every question is an opportunity to build trust. Quick, thoughtful replies show that you're approachable, knowledgeable and passionate about your work. Even if someone doesn't buy immediately, positive interactions often lead to future sales.

■ Public or private?

Studio Rooms offer both public and private discussions. Public conversations can help future buyers, showcase your expertise, build social proof and demonstrate an active gallery. Private conversations are ideal for commission discussions, pricing questions, shipping enquiries and personal requests. Both play an important role in building collector relationships.

■ Build long-term trust

People remember how you make them feel. Collectors who enjoy speaking with you are more likely to follow your gallery, return for future collections, recommend your work and commission new pieces.

Technology makes conversations possible. Relationships make sales possible.



PART FOUR · STEPS 11 - 13

Grow Your Audience

Creating great art is only half the journey. The other half is making sure people discover it.

Many artists assume that building an audience requires becoming a social media influencer or spending thousands on advertising. In reality, the most successful artists simply make it easy for people to find them, remember them and return regularly.

In this part we'll explore practical ways to grow your audience without turning marketing into a full-time job. Remember: LettsArt is not a marketplace. It's incredibly powerful software, giving you a world-leading platform to manage, distribute and sell your art. It's for you to reach out and connect with collectors. Here's how.

IN THIS PART

- 11 Share your gallery everywhere
- 12 Create content that keeps people coming back
- 13 Build your collector community

Share your gallery everywhere

Your online gallery shouldn't live in isolation. Every conversation, exhibition, email and social media post is an opportunity to introduce someone to your work. Think of your gallery as your digital studio: every place you appear should point people back to it.

■ Make social media your invitation

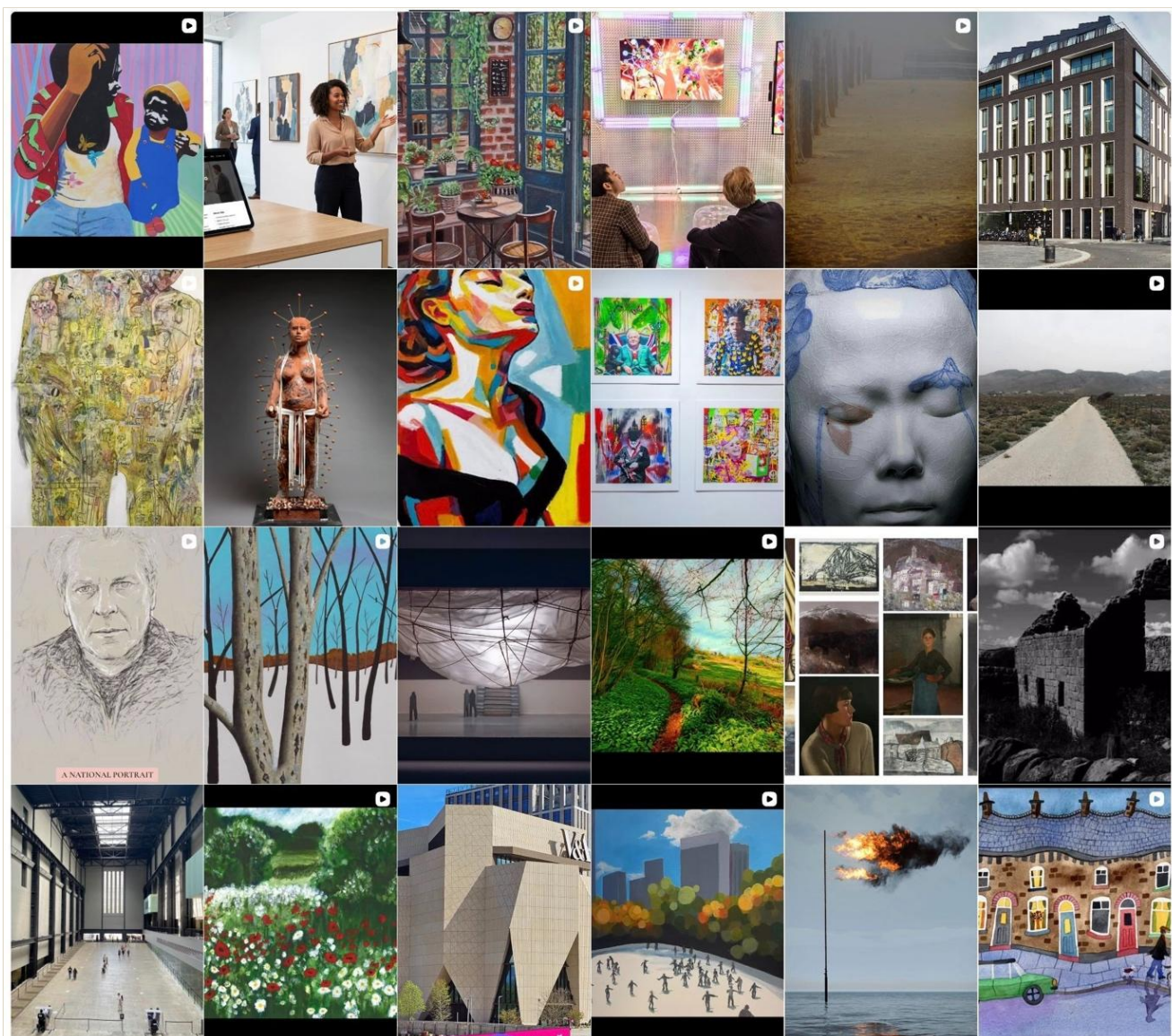
Social media works best when it encourages people to discover more. Rather than trying to sell artwork directly through social platforms, use them to give people reasons to visit your gallery. Share:

- Finished artwork
- Work in progress
- Behind-the-scenes moments
- Studio life
- Exhibition preparations
- New collections
- Stories behind individual pieces

Each post should include a simple invitation to visit your gallery. Over time, people begin to recognise your work and become curious enough to explore further.

BONUS – CONNECT & FOLLOW

Connect with and follow other artists and institutions. Why not follow LettsArt on Instagram? We'll repost any art tagged "LettsArt"!



Make social media your story, not your shop window.

■ Add your gallery to every email

One of the easiest marketing opportunities is often overlooked. Every email you send can include your name, artist title, gallery link, social media links and a favourite artwork. Whether you're emailing galleries, suppliers or friends, your signature quietly promotes your work every day.

■ Use QR codes

QR codes have become second nature. Place them on exhibition labels, business cards, flyers, packaging, thank-you notes and studio walls. One quick scan takes visitors directly to your gallery. There's no typing. No searching. No friction.

■ Carry business cards again

Business cards haven't disappeared — they've evolved. Modern artist cards don't need lots of information: simply your name, your artwork, website and a QR code. They're perfect for open studios, art fairs, networking events, coffee

meetings and casual conversations. People often remember artwork better than names. A beautiful card keeps your work in someone's pocket long after you've met.

■ **Make every exhibition work harder**

Whether you're exhibiting in a gallery, café or local art trail, think beyond the exhibition itself. Encourage visitors to follow your gallery, join your mailing list, scan a QR code, read your artist story and explore other collections.

An exhibition may last two weeks. A collector relationship can last years.

Create content that keeps people coming back

Getting someone to visit your LettsArt gallery once is great. Giving them reasons to return is even better. Fresh content tells collectors that your creative journey is active.

■ Share regular artist updates

People enjoy following progress. You don't need major announcements every week — small updates can include new ideas, sketches, colour experiments, inspiration, studio improvements and upcoming plans. Collectors become invested in your journey.

■ Introduce new collections

Launching collections creates anticipation. Rather than uploading twenty artworks at once, consider releasing them as a themed collection — *Autumn Landscapes*, *Urban Reflections*, *Coastal Studies*, *Limited Editions*, a *New Abstract Series*. Collections help visitors understand your work while giving you another reason to communicate.

■ Tell studio stories — use Studio Rooms

Collectors don't just buy paintings. They buy the story behind them. Share moments such as mixing colours, stretching canvas, printing editions, framing work and solving creative challenges. These stories make finished artwork more meaningful — and you can share them directly on your artwork using Studio Rooms. Post thoughts, and invite comments.

■ Short videos go a long way

You don't need professional equipment. Simple videos filmed on your phone can show brushwork, time-lapse painting, studio tours, artwork close-ups, packing artwork and exhibition preparation. Short videos often generate more engagement than polished promotional content because they feel authentic.

Build your collector community

Growing an audience isn't about chasing the biggest follower count. It's about building genuine relationships with people who appreciate your work. Those relationships become your collector community.

■ Followers are the beginning

A follower isn't just a number. They're someone who has shown interest. Keep earning that attention by consistently sharing valuable content rather than constant sales messages. People follow artists because they enjoy creativity — not because they want to see endless promotions. Follow other artists and institutions too: comment on their posts, reshare their content and invite collaborations where possible.

■ Encourage repeat collectors

Many successful artists sell multiple works to the same collectors over time. Why? Because trust already exists. Repeat collectors appreciate personal updates, new releases, exclusive previews and early opportunities to purchase. Looking after existing collectors is often easier than constantly finding new ones.

■ Offer exclusive previews

People enjoy being first. Reward your most engaged followers with sneak peeks, studio previews, collector-only updates and early releases. Exclusivity doesn't have to mean discounts. It simply means access.

■ Give early access

If you're releasing a new collection or limited edition, allow loyal followers to view it before everyone else. This creates excitement while rewarding long-term supporters. Collectors appreciate feeling part of your artistic journey.

■ Build a regular newsletter

Social media algorithms change. Email remains one of the few communication channels you truly control. A simple monthly newsletter might include new artwork, upcoming exhibitions, studio news, behind-the-scenes stories and featured collections. Keep it personal — write as though you're talking to people who've visited your studio. Because many of them may have.

FINAL THOUGHTS ON GROWING YOUR AUDIENCE

Growing your audience isn't about becoming famous overnight. It's about making your work easier to discover, giving people reasons to return and building genuine relationships over time. Every exhibition, conversation, newsletter, social media post and studio update adds another thread to your network of collectors. The artists who build lasting careers rarely rely on a single moment of success. Instead, they consistently show up, tell their story and make it easy for people to stay connected.

Your gallery should become the place where all of those connections come together — a professional home for your work that you control, where collectors can discover your art, follow your journey and build lasting relationships with you. That's exactly the kind of artist-first approach LettsArt was built to support.

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PART FIVE • STEPS 14 – 15

Grow Your Art Business

You've built your gallery. You've organised your artwork. You've started attracting visitors and building relationships. Now it's time to grow your gallery into a professional art business.

The good news? Growth doesn't always mean working harder. It means working smarter. Modern artists and independent galleries have access to tools that simply didn't exist a few years ago. Art Intelligence, automation and better workflows allow you to spend less time on administration and more time creating the work your collectors love.

In this final part, we'll explore how LettsArt can help you save time, scale your gallery and create a simple 60-day plan that keeps your momentum going.

IN THIS PART

- 14 Use Art Intelligence to save time
- 15 Upgrade when your gallery grows
- + Bonus: your 60-day gallery growth plan

Use Art Intelligence to save time

Every hour spent writing descriptions, organising artwork or searching for files is an hour you're not creating. That's where Art Intelligence comes in. Rather than replacing creativity, it removes repetitive tasks that slow you down.

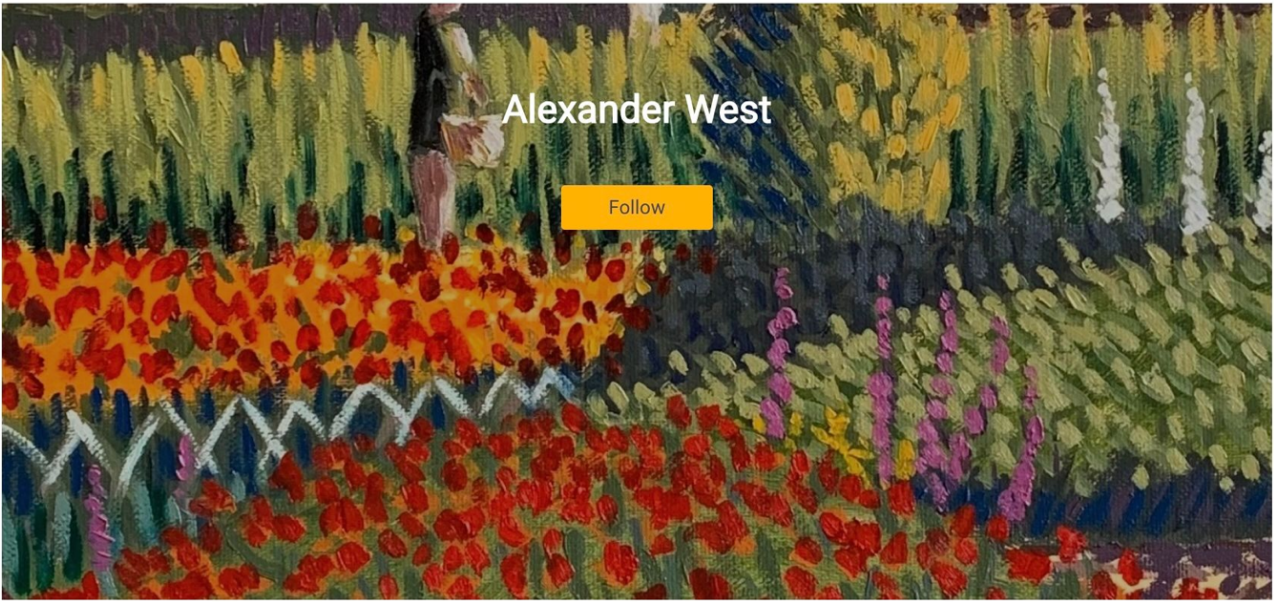
■ Use LettsArt Assistant

LettsArt Assistant is the LettsArt chatbot, there to answer any question you have about LettsArt — no need to email the LettsArt team or search around for the right content. It's the faster way to get answers, freeing up more time for you to do what you love most: create.

You can find LettsArt Assistant right inside your dashboard — just tap the ✨ sparkle icon at the top of your LettsArt dashboard, or open the yellow chat icon at the bottom-right corner of LettsArt.com. It's always ready to help you create, connect and discover.

LettsArt

Alexander West
[Home](#)
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✦✦ Login Sign up

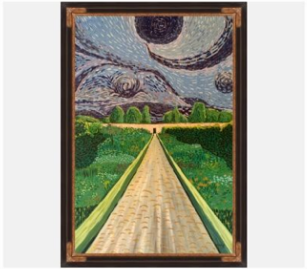


Alexander West
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Latest art



Sunflowers in ochre jug
Elevate your space with this vibrant impressionist masterpiece, capturing the essence of...



Wimpole Hall Walled Garden
Immerse yourself in this captivating painting that masterfully blends elements of...



Duomo Di Milano
This captivating oil painting captures the majestic beauty of Gothic architecture against a...

Ask questions, discover best practice and find other artists using LettsArt AI Assistant.

Write better artwork descriptions

Many artists struggle to describe their own work. You know how it was created — but putting that into words can be surprisingly difficult. Art Intelligence can help you generate:

- Professional artwork descriptions
- Exhibition-ready summaries
- Artist biographies
- Collection introductions
- Social media captions

You remain in control — you simply start with a better first draft.

■ **Automatically tag your artwork**

Good organisation makes your gallery easier to browse. Instead of manually adding dozens of keywords, Art Intelligence can suggest relevant tags based on your artwork — medium, style, subject, colour palette, theme and technique. Better tagging helps both you and your collectors discover artwork more easily.

■ **Work smarter every week**

Successful artists aren't necessarily spending more hours working. They're spending their time on higher-value activities. Use Art Intelligence to reduce time spent on writing, organising, searching and preparing content — and invest that time back into making art.

Upgrade when your gallery grows

Every gallery starts somewhere. Many artists begin with the free tools they need to get online. As your audience grows, however, your needs change. That's why LettsArt offers different plans designed to grow alongside your gallery.

■ Creator Plus

Creator Plus is ideal for artists beginning to build a professional online presence. Benefits include:

- More Art Intelligence tools
- Lower commission on artwork sales
- Professional branding
- Custom gallery domain
- More artwork capacity
- Multi-image artwork displays
- Multi-user access

It's designed for artists ready to take the next step.

■ Professional branding

Collectors notice professionalism. Features such as custom domains, consistent branding and branded gallery pages help create confidence with every visitor. A polished gallery reinforces the quality of your artwork.

■ Lower commission means higher returns

As your sales increase, every percentage point matters. Moving to a plan with lower commission allows you to retain more income from every artwork sold. That means more investment back into your practice.



Your 60-day gallery growth plan

Building a successful gallery isn't about doing everything at once. It's about making steady progress every week. Here's a simple plan to follow.

WEEKS 1-2 • BUILD

Week 1 — Strong foundations

- ✓ Complete your gallery profile
- ✓ Add your artist biography
- ✓ Upload a homepage image
- ✓ Upload your first artworks
- ✓ Add accurate descriptions
- ✓ Use Art Intelligence tagging

WEEKS 1-2 • BUILD

Week 2 — Shape the gallery

- ✓ Organise collections
- ✓ Group artwork by theme
- ✓ Review pricing
- ✓ Add new artwork
- ✓ Update your About page
- ✓ Invite friends to visit

WEEKS 3-4 • PUBLISH

Week 3 — Become visible

- ✓ Publish a gallery update
- ✓ Share your gallery on social media
- ✓ Write about your latest artwork
- ✓ Share your creative process

WEEKS 3-4 • PUBLISH

Week 4 — Keep the momentum

- ✓ Create a new collection
- ✓ Encourage followers to visit
- ✓ Add more artwork
- ✓ Review your gallery layout

WEEKS 5-8 • SELL

Weeks 5-6 — Remove friction

- ✓ Check pricing
- ✓ Confirm artwork availability
- ✓ Update shipping details
- ✓ Start conversations using Studio Rooms
- ✓ Answer collector questions

WEEKS 5-8 • SELL

Weeks 7-8 — Review and grow

- ✓ Review your most viewed artwork
- ✓ Improve descriptions
- ✓ Add fresh content
- ✓ Consider upgrading your gallery
- ✓ Launch a new collection
- ✓ Plan the next 60 days

CONGRATULATIONS

You've completed the guide

Over the five parts of *The Definitive Guide to Gallery Success* you've learned how to:

- ✓ Build a professional online gallery
- ✓ Present your artwork like a curator
- ✓ Turn visitors into collectors
- ✓ Grow your audience
- ✓ Develop a sustainable art business

Remember, every successful artist starts with a single piece of work and a decision to share it. Keep creating. Keep improving.

And let LettsArt handle the technology while you focus on making exceptional art. After all, LettsArt is no-code Art Intelligence software built for artists and gallerists to manage, distribute and sell art directly to collectors — giving you the freedom to grow your business on your own terms.