

# Episode 3



Here is the full interview I did with Kerri Dixon, an award winning artist from Australia. You can find Kerri on Instagram [@Kezart](#) and more info can be found on her website [www.kerridixonart.com](http://www.kerridixonart.com)

1. How did you go about finding a market to set up a stall?

I have always sold various things at markets for many years, whether that be old items, hand painted house signs, even face painting, so it is not a new thing for me. However we moved towns 2 years ago and I decided I needed to start taking my art seriously and would like to try and make a business of it. So the first thing I decided was to try and sell my art at a local market. the first thing i did was work out who my customer would be and what type of market

they would visit. This ruled out bric a brac (junk) markets, and left me with craft (tourist) markets. So I searched my area and found approximately 4 that seemed a good fit. I am quite lucky that I have a popular holiday destination only 1 hour away which of course has quite a few of these type of markets. The next step was to set up a stall at each one and then decide which felt right for me. A lot of markets are on different weekends and days of the week, so you also need to take that into consideration. In the end I found 2 that I really liked and suited the days I wanted to work, which is the Maryborough Markets that are on every Thursday morning and then the Nikenbah Markets at Hervey Bay which are on every 2nd Sunday. Once you have your markets picked out then you really need to be consistent with showing up. You also need to apply at a most markets these days, especially the hand made ones. Most have facebook pages with contact details, you will most likely need to fill out an application form stating what your selling etc, and nearly all markets need you to have public liability insurance, which for 20 million is usually anywhere around \$200 a year.

2. Is it something you do seasonally, ad-hoc or regularly?

I definitely think for markets you need to be regular. I have always found that you never get too many sales to start with, but as people get to know where you are and see your product on a regular basis, then when they do want a pet portrait done or if they want a unique gift for someone, they know exactly where to come. Maybe if you produced holiday themed products, then you might only need to attend a market for that holiday period but I would still think you need to show up for at least 2 months before that holiday, eg. Xmas.

3. How have you found it in terms of sales?

I definitely have better sales at the markets compared to my website and social media, but in saying that i don't really market my online sites very well. I have found that my pet portrait commission sales have all come from my market stall, however my original paintings with a high price tag do not sell at the markets. I usually only take my lower priced originals (around \$100) and just have on display one of my more expensive works (\$1000 +) for people to look at, they grab attention and its a good talking point. My best market sales are prints and greeting cards, this is because most people may not be able to afford an original painting but they are more than happy to pay \$4 for a greeting card of my work or spend up to \$50 on a giclee print. On any market day I would hand out around 20 business cards, which I find as a great source of advertisement, especially for my pet portrait business as most of my commissions come from people who have seen me at the markets, grabbed a card and then contacted me a few weeks later. I think you have to know your market and ideal customer, I am finding that my area is more of a retirement destination, so therefore not too many of my clients have social media, this is why handing business cards out is a great marketing tool for me.

4. Do you find that you get more commissions by being accessible in a public place?

Definitely I have found that to be true. About 80% of my commissions would come from my market stall. This is because I have on display a pet portrait, exactly the size of what I am offering and the frame it comes in. I think people like to know exactly what they are getting for the price, and leading up to xmas I have had many people who have seen my stall over the last 6 months and knew exactly where to come for a pet portrait as a unique gift idea for a loved one. Most customers have taken my card from my market stall and then later emailed me to place their order.

5. Taking into consideration the revenue from sales directly and sales generated from commissions via your stall, what % roughly do you estimate this side of your business generates, compared with business you generate online?

This is a tricky question, even though I definitely make more sales at my market stall than online, the price difference of each sale can be huge, so that probably brings it back to 50% for market sales and 50% online sales. My market sales are regular weekly sales but quite often range between \$3 to \$40 for cards and prints up to \$300 for pet portraits. My online sales range from prints (Etsy) between \$30 to \$115 and original sales through social media of up to \$2500 for a large pastel painting. These are not regular weekly sales and can be much more sporadic.

6. What advice would you give to someone thinking of giving something like this a go? Would they need a huge amount of work to get going or could they start with a few pieces?

My best advice would be to check your local markets out, find something that is more craft and tourist driven, you really only need around 10 reasonably priced paintings, but alongside those, you definitely need lower priced items such as greeting cards, prints etc. And make sure to have plenty of business cards to hand out. Maybe set your stall up at home prior to market day, so you know exactly what you need and where you're going to hang, stand or place all your items. Nothing worse than arriving at the markets and you have forgotten to bring a stand or you have no idea where to place everything. Also remember that the wind is your enemy, forever blowing things over, so keep that in mind and don't forget your weights to hold your shade port down. Other than that, just keep showing up and the sales will come.

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