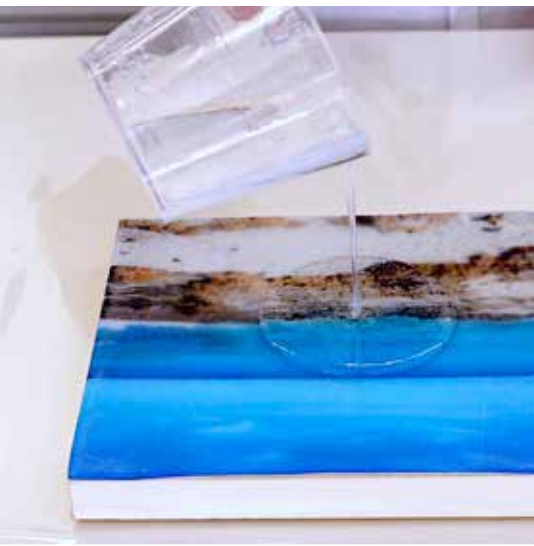


ART RESIN[®]

GUIDE TO SELLING YOUR RESIN WORK



- 01: GETTING IN ON THE ACTION WITH YOUR RESIN ART SALES
- 02: TOP 10 RESIN IDEAS THAT SELL
- 03: HOW TO MAKE MONEY AS AN ARTIST
- 04: HOW TO PRICE YOUR WORK



01

PART 01:
GETTING IN ON THE ACTION WITH YOUR RESIN ART SALES

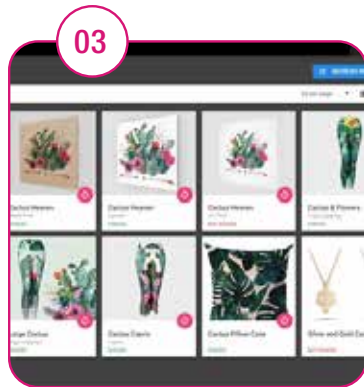
[VIEW PART 01](#)



02

PART 02:
TOP 10 RESIN IDEAS THAT SELL

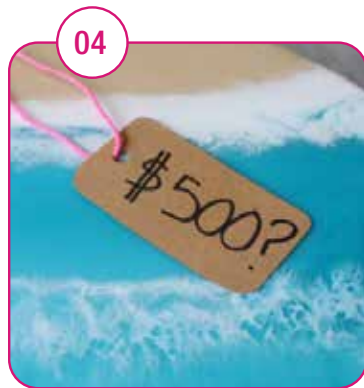
[VIEW PART 02](#)



03

PART 03:
HOW TO MAKE MONEY AS AN ARTIST

[VIEW PART 03](#)



04

PART 04:
HOW TO PRICE YOUR WORK

[VIEW PART 04](#)

PART 01:

GETTING IN ON THE ACTION WITH YOUR RESIN ART SALES

Epoxy resin is a highly versatile material that can be poured onto a surface or molded into shapes to create a wide variety of art projects. Whether you're making wall art, jewelry, trays, coasters, tumblers or river tables - epoxy resin adds a shiny touch to them all!

If you're an artist or a hobbyist with an entrepreneurial spirit, you can create extra income by making and selling resin crafts.

All you need to start up your resin business is some strategy and a bit of marketing to get your crafts in front of potential buyers.

IS THERE A DEMAND FOR RESIN CRAFTS?

The resin industry is booming, with many people starting to discover the beautiful and diverse world of resin art. Part of the appeal is resin's versatility, giving epoxy resin DIYers and artists the ability to easily create handcrafted, one-of-a-kind pieces.

ACCORDING TO A [RECENT MARKET RESEARCH STUDY](#), THE EPOXY RESIN MARKET EARNED AROUND US \$9.1 BILLION IN REVENUE IN 2021.

By 2028, it is projected to gain nearly US \$14.7 billion in returns. These figures prove how lucrative the epoxy resin industry is for artists and hobbyists who want to increase their earnings.

IS IT PROFITABLE?

The quick answer is - yes! The [resin art](#) market is still relatively small but is growing at a rapid pace. Those able to capture even a small portion of this market can expect to see considerable profits as their small resin business grows. In time, there could be opportunities for specialization and niche products too.

In short, the business prospects for resin art crafters and suppliers are more than you can imagine.

So, when it comes to selling your resin art, where should you start?



GETTING STARTED

01 BUILD YOUR NICHE

One way to build your resin art business is to focus on a specific type of craft and to put in the time to build your unique design style and techniques. For example, you could specialize in creating jewelry, sculptures, coasters, charcuterie boards or other home decor ideas.

Once you have developed your signature style, customers will be drawn to your work because they know they can depend on high quality workmanship from you. This will make it easier to market and sell your epoxy resin projects and expand your product lineup in the future.

02 BUY YOUR RESIN ART SUPPLIES

You don't really need that much to get started with resin art. In fact, you can get started with a few basic supplies, like [resin and hardener](#), [mold making material](#), [pigments](#) and [epoxy resin accessories](#).

Find a trusted and reputable resin supplier that offers high-quality products at reasonable prices. Cheap alternatives can be toxic, dangerous for your health, and can turn yellow after some time, turning your customers away in the long run.

You will also want to ensure that your supplier offers a wide range of products, so you can find everything you need in one place.

03 BUILD A STRONG ONLINE PRESENCE

Online visibility is critical for any business, especially for small craft businesses, where visual appeal is a key selling point.

Instagram, Pinterest, and other visual-centric platforms are great places to start building your online presence. Make sure to post high-quality images of your work, as well as helpful blog posts and tutorials.

04 BE CONSISTENT

Above all, the most important factor in determining the success of your resin business is being consistent. This means putting in the work on a regular basis, even during those moments you don't feel like it. Whether that's creating more inventory, updating your website or posting social media campaigns, this consistency lets your target market know they can rely on you and goes a long way to build a sense of trust and loyalty.

PART 02:
TOP 10 RESIN IDEAS THAT SELL





RESIN KEYCHAIN ART

People love carrying around a little piece of handmade art that represents their personality, such as resin keychains. You can also decorate your bags and purses with them. Keychains are small and relatively inexpensive to make and are a perfect starting point for epoxy resin beginners who want to start selling their crafts.

The ideas for resin keychain art are endless, from personalized letters to mesmerizing alcohol ink effects and embedded dried flowers.



RESIN COASTERS

People who like spending time with friends and family at home are always on the lookout for unique and eye-catching home decor items. Most of them are also willing to pay a premium for a beautiful, handcrafted set of coasters.

People love buying them as a gift for their loved ones too.

Whether you create a mosaic with glass tiles, make a petri dish, coat a stone tile or slice of wood, coasters are a simple and fun way to get creative with epoxy resin. They are relatively easy to make and can be sold individually or in sets.

With a bit of practice, you can churn out a batch of coasters in no time!

Learn more:

[How to make a Resin Coaster DIY](#)

03



RESIN JEWELRY

The trend for delicate, minimalist jewelry shows no signs of slowing down, and resin jewelry is the perfect way to tap into this market.

From resin earrings, charms, resin necklace pendants, and bracelets, the ideas for handmade jewelry are unlimited. Try experimenting with colored pigments, glitter and dyes, pouring them into silicone molds and bezels. Add attachments like hooks, pins, beads and gems to make your crafts stand out.

If you love ArtResin epoxy resin, note that it is best for making [certain types of jewelry](#), where the resin is poured into pendants. It may not be appropriate for pieces that are meant to be worn without a substrate (e.g., a bangle).

Learn more:

[How to Resin Jewelry](#)

04



RESIN GEODE ART

Inspired by rock formations found in nature, geode resin art is incredibly popular, and for good reason.

This type of artwork is created by placing crushed glass and crystals alongside tinted resin to recreate the look of natural rock. Using pigments and mica powder, you can create resin geodes in any color palette you wish, adding decorative elements like glitter and metallic paint for a luxurious finish.

The result is a beautiful, one-of-a-kind piece of art, perfect for home decor.

Learn more:

[How to make Resin Geode Art](#)



RESIN BOOKMARKS

A thin, flat mold, epoxy resin and colorants are all you need for crafting beautiful bookmarks that sell like crazy!



RESIN TUMBLER

Transform a boring old mug into a fun, personalized tumbler and sell it!

From glitter tumblers to marbled and striped patterns, epoxy resin will give your drinking cup a unique character.

[How To Make A Resin Tumbler DIY](#)



RESIN CHARCUTERIE BOARD

Charcuterie boards are very popular with those who love to entertain.

A charcuterie platter is a simple-to-prepare show-stopper, delivering big on both flavor and looks. You can give your food boards a high-gloss or matte finish.

Making your own one-of-a-kind epoxy resin charcuterie wooden board is definitely fun and sellable. Select a board from a durable, hard type of wood, like walnut, maple, cherry, or ash, and get started!

Learn more step-by-step woodworking by artist Jordan Codack:

[How To Make A Resin Charcuterie Board](#)



RESIN TRAY

Tiered resin trays are a simple yet elegant way to display desserts, cupcakes, appetizers or hors d'oeuvres.

Whether you prefer the look of two-tier or three-tier trays, handcrafted epoxy resin stands are beautiful, easy to make and totally customizable to match the color theme of a baby shower, wedding or special event.

You can create marbled effects or make impressive trays with dried flowers, gold leaves and glitter. Be sure they will sell out.

Learn more:

[How To Make A Tiered Resin Tray](#)



OCEAN RESIN ART

Create beautiful, realistic beach art using just tinted epoxy resin and a hairdryer and impress your customers!

Epoxy resin's clarity, consistency and gloss replicate the look of water in a way you simply can't get with any other medium.

Ocean art is suitable for coasters or river tables. It gives a feeling of motion and depth to these functional items we use every day. Beautiful, deep ocean blues contrast with white wave crests against a sandy shore that will make you want to dive right in.

Learn more and see your sales rise:

[How to make Ocean Resin Art](#)

10



RESIN PETRI DISH

Petri dishes are colorful, mesmerizing, easy to prepare, and customers love them!

Learn more with the expert in epoxy resin petri dishes, Josie Lewis:

[How to make a Resin Petri Dish](#)

BONUS!



YOUR ORIGINAL PAINTINGS, DRAWINGS, MIXED MEDIA OR PHOTOGRAPHS

Ultimately, people will be interested in buying your work because they love how it looks.

Adding a coat of ArtResin will give your work a professional touch that will allow you to charge and fetch more for your work.

[How to Resin for Beginners](#)

PART 03: HOW TO MAKE MONEY AS AN ARTIST

So you're an artist, and you want to make money from your art.

As artists, we all dream of earning a living from our art — and with some hard work, we can achieve it!

Here is a list of 10 ways to turn your talent into dollars!

Some of these possibilities may fit your lifestyle and capacity better than others - and pretty much all of it involves a hustle. But having done most of what's on this list myself, I'd say the hustle is worth it.

Besides, sometimes as artists we are not given the option not to make art. ;)

[Watch the Video](#)

01 SELL YOUR WORK THROUGH GALLERIES

The main advantage here is that you just have to make the art... you don't have to worry about the business side of it (the gallery will take care of that for you). The downside of using a gallery is that they will usually receive a 50% commission from your sales.

Some people feel intimidated by the prospect of getting in with a gallery, but it's easier than most people think. When choosing a gallery to exhibit with, remember that locations in urban centres will always have the best markets.

Check out [@kristofirdean](#) as an example of a very successful artist selling work through galleries.



02 SELL YOUR WORK THROUGH INSTAGRAM

Fine-tuning your Instagram account is a great way to begin marketing your art for sale. Simply start by posting as frequently as possible with artwork that feels like it belongs to a single body of work, and then field sales inquiries as they come into your DM.

Instagram is a great place to offer a narrative about your work and allows your viewers to form a deeper understanding of who you are and what you do. Showing your process can also really help viewers connect with your work. Artist [@callenschaub](#) does a great job of showcasing his unusual proprietary process through Instagram to make sales.



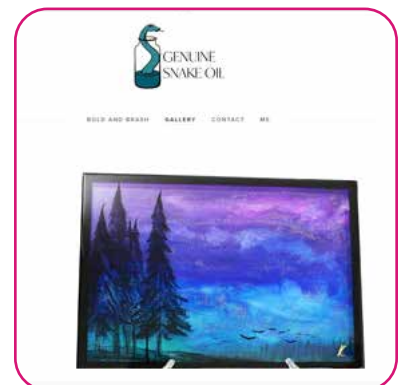
Instagram is also a great way to drive traffic to your other points of sale, such as your personal website, a gallery you're exhibiting in, or an upcoming art show.

03 SELL YOUR WORK THROUGH YOUR WEBSITE

Having a personal website is a MUST for selling your art. This website will serve as a home base for people to find you as you will want to connect all your other online presences back to this site.

When you sell art from your own website, you don't pay a commission, and you can build an email list that will help you communicate directly with your audience. Many people will likely need to encounter your work a few times before they commit to making a purchase.

It's a good idea to offer some kind of incentive for signing up to your email list. For example, when you sign up for our email list on ArtResin.com, we provide a free how-to guide for beginners. Send out regular emails with news and updates—1 per month is usually a good schedule—to keep your business in the minds of your potential customers.



Building this website doesn't need to be complicated. You can use pre-made templates from intuitive platforms like [Wix](#) or [Squarespace](#) to create a simple and effective page.

04 SELL YOUR WORK THROUGH ART SHOWS

Once you have built an inventory of art pieces, you can take your work to public art shows. Shows are great because they give you a ton of exposure and can translate directly into sales. You can use this face-to-face time to direct potential customers back to your website, Instagram, and mailing list.

Art shows are usually set up in public spaces where people can view your work casually. This makes it a unique place to capture the attention of people who might not otherwise come across your art as many people aren't comfortable frequenting a proper art gallery.

The only downside to art shows is that it's a ton of work to cart everything around from place to place. But the sales will make up for all of that!

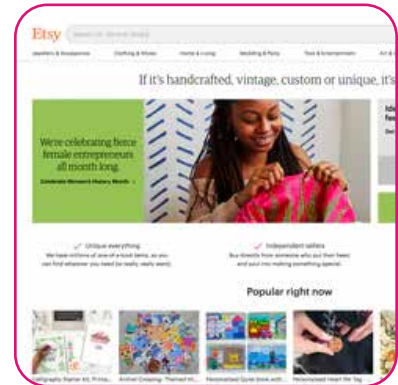
Artist [@lorieslaterfoto](#) does as many shows as she can as they work for her as a photographer.



05 SELL YOUR ART THROUGH AMAZON HANDMADE AND ETSY

There are several popular platforms like [Amazon Handmade](#) and [Etsy](#) that draw a lot of traffic and allow you to sell your art. People who visit these sites come with the intent to buy, so you will likely reap more sales on a site like one of these.

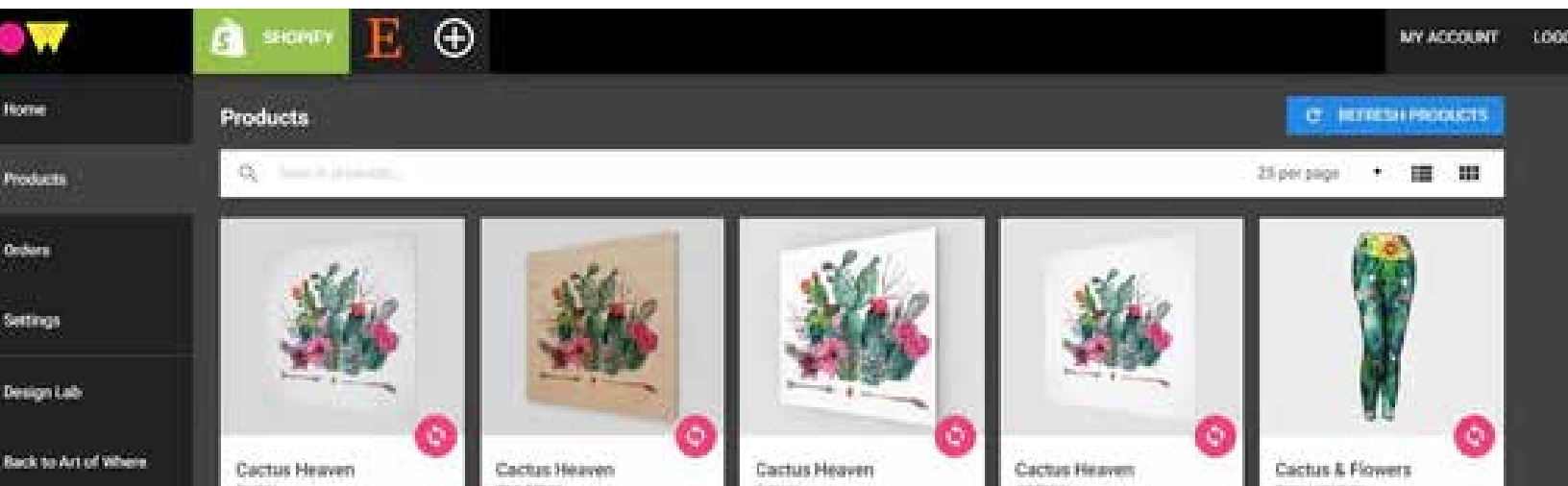
The downside is that these sites usually take a 15% commission, and you can't build up your email list from customers on these platforms. On the other hand, they are quite easy to set up, and the commission may be well worth it because of how much traffic these sites bring to your work.



06 SELL REPRODUCTIONS OF YOUR WORK

Building an inventory takes so much time and energy, and when you sell that work, you have to work even harder to build it up again! Reproductions offer a way to work smarter, not harder.

In conjunction with selling your original pieces, you can also sell prints of your original work. Search for giclee printers near you, as well as printers that will put your work on pillows, phone cases, leggings, bags, etc. Some examples of businesses that do this are [ArtsyShark.com](#), [Society6.com](#) and [Printful.com](#). Reproduction items will sell for a fraction of the value of the original. However, this method allows you to retain the original and still put money in your pocket!



07 TURN YOUR ART INTO A BOOK OR GREETING CARDS

This is another form of residual income from reproductions—you just need to find a printer that will print cards or books on demand, such as [createspace.com](https://www.createspace.com). I wrote and illustrated a kids' book and sold each copy for \$15. Ultimately I made more money selling many inexpensive books than the most money I had ever made off of one painting.

If you're curious... the book was based off my multicultural students from back in the day when I taught grade six; I painted realistic portraits of 18 kids and wrote a narrative that spoke to equity and diversity. Titled, *The Cutest Face*, my book can be purchased [here](#).



08 SELL THE RIGHTS TO YOUR ORIGINAL ART TO A PUBLISHER

You know all that pre-fab art you see at homeware retailers like HomeSense or Ikea? Someone made that art and sold the rights so the store could mass produce it. My friend [@heathersinnottart](#) has made a good living this way. I've even seen her reproduced art on display at The Brick (a local furniture chain) which was pretty cool.

09 RENT OUT YOUR ART

Set designers often rent out art for the shows they are working on. The standard rate is 20% of the total value of your art PER WEEK. This means you can make a chunk of money of your artwork and still retain the work to sell at a later date. If you rent it indefinitely, you have cash flow without having to trade your hours for dollars—the art makes money for you!

If you want to get started this way, reach out to galleries and museums in your area to see if they have a similar program. Artist [@callenschaub](#) earned a lot of notoriety by renting out a mural size painting through the Art Gallery of Ontario.



10 MARKET YOUR PROCESS - PUT TOGETHER A COURSE!


You can also make money from your knowledge about your technique. You can charge interested patrons to learn your trade secrets by setting up a course on a platform such as [Thinkific](#). It takes some time to set these courses up, but once you do so you'll receive residual revenue as you continue to run that course into the future.

Artist [@janelovesdesign](#) offers e-courses for her techniques. She sees her courses as one of many streams of income in her diversified portfolio. Check out our interview where Jane and I speak about [the business of being an artist](#).

At the end of the day, making art should be something that you do for the love of it. Making money off your artwork just allows you to invest more of your time into doing what you love!

Ready to take your artistic skills to the next level?

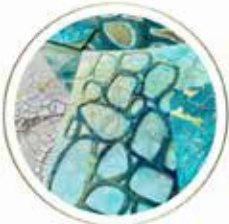
ONLINE COURSES FOR ASPIRING ARTISTS AND ARTIST ENTREPRENEURS



Fused Harmony

Awaken your creativity and learn the skills to master Resin, Encaustic, and other elements together in harmony. Enhance your existing work or be inspired to take a new art direction, all while creating professional looking art that will demand attention and excel your level of expertise.


[LEARN MORE](#)



Mixed Media Masterclass

Be inspired to create art that sells by learning new and exciting mixed media techniques. Enhance your art, hone your skills, and ignite your creativity all while having fun and being supported by other artists just like you.


[LEARN MORE](#)



Alcohol Inks & Resin

Have fun exploring various techniques with Alcohol Inks. Learn how to use these vibrant and colourful inks on multiple substrates using a variety of tools before creating mini layered abstract collages with resin on wood panel. Self paced/lifetime access.

[LEARN MORE](#)



Cyanotype Printmaking

Learn the process for creating beautiful one of kind prints that you can admire individually or incorporate into other art. Learn step by step how to set up, expose, tone your prints, print on wood, embellish and more! No art experience needed :)

[LEARN MORE](#)

PART 04: HOW TO PRICE YOUR WORK

As artists, we all want to make a [sale](#) but finding that price point sweet spot can be stressful. Luckily there are a few inherent factors to consider to help you put a number on your art.

FIRST, THE BASICS OF ART PRICING:

1. There is no right or wrong way, unless you're not selling—in which case you need to adjust if selling your art is what you want to do!
2. At a bare minimum, your price should cover your materials, overhead (if you rent a studio), and your time. What's your time worth? \$20/hr? \$50/hr? Or are you just happy to make a sale at any rate?

Now let's move on to the 5 Ws of pricing: what, who, where, when and why?

[Watch the Video](#)

WHAT ARE YOU SELLING?

Certain mediums fetch more money. Historically, drawings were used to make studies which were then turned into larger masterpieces. Typically these were done in oil paint. Oil paintings, therefore, fetch the most.

Bigger generally fetches more. Some people actually make a square foot calculation when pricing their art. Also remember that providing a range of sizes will appeal to various budgets which in turn improves your chances for a sale.

Supply and demand affects value. Originals will always fetch the most. If you're doing reproductions, make a limited edition to up the value of each print. That said, sometimes you can make more in the long run by selling a large number of less expensive reproductions.



WHO ARE YOU SELLING?

You're selling yourself as the artist when you sell your work. Tell a compelling narrative about yourself in your artist bio to help people get to know you.

If you're an experienced artist who has won any awards or have received positive media attention, that should all help boost your prices.

Price high and justify!

WHERE ARE YOU SELLING?

Urban centers fetch more.

Do some research and look at the local galleries. Those prices are reflective of what the market is willing to pay. It may be worth the travel expense to exhibit downtown over an area outside of the city.



WHEN ARE YOU SELLING?

Certain times of the year may be better to release your work at a higher price tag, such as around the holidays when everyone is in a buying mode.

If you have pieces that have sat around for some time and you want to clear your inventory, invite your past clients to an exclusive event with discounted works of art—this way you honor their patronage and at the same time aren't devaluing the art that they paid full price for.

WHY ARE YOU SELLING?

There are other options besides selling! You could simply rent your art through galleries or even film and TV shows who typically take 20% off the top of your cost for the artwork.

Ultimately buyers and sellers value artwork both emotionally and intellectually. For example, you may see something that reminds you of your childhood and therefore that connection may drive you to make a purchase. The person standing right beside you doesn't have that same connection and walks away. Personal values always play a role.

For a lot of people, framing is a barrier to purchase. This frame costs around 50% of the price of the art itself. You could frame your art to get it to sell, but generally this is a waste as framing is a matter of taste. Instead, [ArtResin it!](#) Artists can consistently charge more for art coated in [ArtResin](#), and it tends to sell faster because it appears more polished and professional.

Finally, when you buy a piece of art, you do not buy the rights. You can't go and reproduce your new purchase now and make money. You can sell the rights to your work, but that's a different kind of sale.

In the end, sell your art for a price that you will be happy with. It's your baby. Be proud and never sell yourself short!





THE BOTTOM LINE

The epoxy resin art market is growing rapidly, offering the opportunity to ambitious artists and DIYers just like you to put your own unique stamp on it.

With a bit of effort and the right tools on hand, you will be able to generate some extra money while practicing your hobby. What's better than that? ;)

Don't forget to read our resin art guide!
