

7 Helpful Networking Tips for Artists



<https://www.artworkarchive.com/blog/7-helpful-networking-tips-for-artists>

Networking. For some, it's a fun and invigorating activity. For most, it's challenging, time consuming, exhausting, and not always the most productive. How can you get the most out of your networking time, create fruitful connections and generate new opportunities for your career in art?

We collected the seven top networking tips from art business experts to help you get the most out of your networking efforts:

1. Help Yourself by Helping Others

Approach networking with a "pay it forward" attitude. Create relationships based on positive interactions and goodwill. Then, people will be more willing to help you out with your art career goals.

"By helping you I help myself." - [Renee Phillips](#)

2. Meet Other Artists and Offer Support

Building on the last tip, make an effort to [meet other artists](#). Go to association meetings and offer resources, tips, encouragement, and useful discussion. And keep attending - make yourself a familiar face!

"Your art community is actually a perfect place to start your own network." - [Carolyn Edlund](#) [[Artsy Shark](#)]

3. Prepare an Elevator Speech

People are bound to ask "So, what do you do?" Have an "elevator speech" ready so you know exactly what to say. It only needs to be a few sentences - a minute or less - about who you are and what you do. If they're interested, they will follow up with additional questions.

"Your standard opening explanation should be brief and to the point" - [Alan Bamberger](#) [[ArtBusiness.com](#)]

4. Look to Connect, Not to Sell

Switch off the infomercial instinct. Instead, focus on forming a genuine connection with people. Ask questions about who they are, what they do, their interests etc. People are looking to see if they can relate to you.

"You're looking to engage the other person, not to control the conversation." - [Alyson Stanfield](#) [[Art Biz Coach](#)]

5. Collect Business Cards and Follow Up

Show interest by collecting business cards from the people you meet. Then follow up. Send an email or a card - and be sure to include the context of the meeting. Set up a future appointment with your best connections. Learn more ways to leverage your contact list [here](#).

"Get business cards from everyone you meet. Jot notes about them because you will be following up later." - [Carolyn Edlund](#) [[Artsy Shark](#)]

6. Bring Your Own Business Cards (Lots!)

Be sure to have a stack of your own business cards to hand out to interested people. It's an easy way

for them to contact you - and it's professional. Want to create a memorable business card with the right information? Check out our tips [here](#).

7. Relax

Meeting new people can be fun and full of endless positive possibilities. Stay calm and enjoy getting to know people who are interested in art. You never know where it might lead. And remember, people are rooting for you to succeed!

“Ever stand up before an audience and introduce yourself? It can be flustering, but understand that your audience wants you to get through it, and they support you.”

NETWORKING MYTHS

Myth #1: Networking means you're looking to use people to achieve selfish goals, or opportunistically ask people for help.

REALITY: The definition of the word network according to The Oxford Dictionary: “A group of people who exchange information, contacts, and experience for professional or social purposes.” Therefore, networking can be defined as one’s efforts to create this group, and of course it can be done honestly and considerately.

Myth #2: You have to be a born networker or a natural at it.

REALITY: The skills needed to be an effective networker can be learned by anyone. Start by getting comfortable asking folks you meet, “So, what are you working on these days?” or, “What do you need help with right now?” Find your own way and go with your strengths.

Myth #3: You must have above average charisma to be a good networker.

REALITY: You merely need to be thoughtful, sincere and genuinely helpful. You get offered a job or opportunities from people who are trusting of you. There IS a hidden job market out there, but you have to be willing to be open and giving to be part of it. To be successful, you have to be able to relate to people; they have to be satisfied with your personality to be able to do business with you and to build a relationship with mutual trust.

Myth #4: You have to be a good talker or an overly chatty “schmooser” to be a good networker.

REALITY: The truth is it is almost the exact opposite. According to Guy Kawasaki, co-founder of Garage Technology Ventures, Forbes columnist, and author of the recently published, *Reality Check*, “The mark of a good conversationalist is not that you can talk a lot. The mark is that you can get others to talk a lot. Thus, good schmoozers are good listeners, not good talkers.”