

My TOP 7 Ways to Empowerment as an Artist

by Cindy Morawski

- **Website!** I started out giving myself a destination so that people could find me. I simply used my name: www.CindyMorawski.com. I have my website guru Lori update every quarter or season with new artwork and news.
- **Social Media** My experience with social media has been positive overall. Building relationships with others is critical in my opinion. Creating a network with friends, supporters, and art patrons can build loyalty and appreciation for one's work. I began with Facebook, but now I also post my paintings on Instagram and Twitter as well. facebook.com/morawskifineart/
- **ZAPP or Zapapplication** This is a service for artists that manages and juries hundreds of art fairs and events. I participate in about a dozen art shows and festivals a year. They charge a small fee for jurying, and there is a booth fee, but it gives me venues to exhibit and sell my artwork. It also helps me build a client or customer contact list so that I can continue to reach out to them. These events also give me free rein to sell my artwork without a commission or the concern of having to work for others. I have control over the venues, and it gives me a wide range of opportunities. An example of a ZAPP show that I have participated in for years is the Kerrville Festival of the Arts.
- **Galleries and Shops** Being a part of a gallery or shop gives an artist credibility and a constant source for showing and selling one's artwork. The brick and mortar stores usually take a commission and may ask you to work some hours. However, it's worth it. Belonging to a gallery is also another way to network and establish one's professionalism as an artist. I have been a part of several galleries throughout the years. Recently, I added Mockingbird Handprints to my list; it's located in the Blue Star Arts Complex on S. Alamo in San Antonio.
- **Email Campaign** I like to advertise through Constant Contact. I use this service and pay for it monthly. Through it, I can use their templates and support team to create a professional-looking blog or newsletter or art display. I send it out about twice a month through emails. I also post it on social media. This is a way to stay in touch with my contact list. It helps me gain commissions and to sell artwork. While in quarantine due to the coronavirus, I raised about \$500 and donated it to the San Antonio Food Bank. I did this through an email campaign by showing and selling my artwork. I donated 50% of my sales money to the Food Bank, a

worthwhile cause. Here's my email if you want to contact me:
cski02@sbcglobal.net.

- **Joining Art Organizations** Networking doesn't happen by magic. It can be done in lots of ways. One way that has worked for me is to join art clubs or organizations. Working with others, going to meetings, classes, and workshops while also making friends with people who have things in common with me as an artist is invaluable for my career and business. Attending classes allows me to improve my skills as an artist. I can learn helpful things from other artists who are on the same journey as me. One art organization that I have worked with over the last 10 years is the Texas Pastel Society. I served as a past president for three years.
- **Time in the Studio + Inspiration** I try to be consistent in creating my artwork. I spend approximately 1 to 4 hours in my art studio-- most days-- in brainstorming, studying, sketching, and painting. That gives me the inventory I need, and it helps me with mastering my skills. I feel compelled to create art. Inspiration comes in many forms, such as travel, plein air painting, photography, classes, magazines, books, and more.