

Why Should A Gallery Show Your Work?

How to Answer this Important Question

If you don't specifically know why a gallery should show your work, being exhibited and selling your work through a gallery setting is so much more difficult. If you have real reasons why a specific gallery should show your work, and how it can benefit them, you can tell them what those reasons are and increase your odds of getting shown.

Knowing these answers helps to make the gallery owner or selection committee's job a lot easier. Why? Because you'll have given them the reasons they need to quickly make their decisions. In fact, you may be making connections that they wouldn't have considered.

Your cover letter and submission materials will stand out from the crowd because they're tailored to that specific gallery.

Questions To Ask Before You Approach a Gallery

Before you send off your next submission to a gallery, ask yourself these questions for each exhibition space you approach. The goal is to come up with 5-10 reasons they need your work.

- Gallery/Organization's Name: _____
- What is it about your work that makes it unique?
 - _____
 - _____
 - _____
- Does your work "fit" within the conceptual framework of the exhibitions or artists shown at this space? _____
- List those concepts:
 - _____
 - _____
 - _____
- How is your art career experience similar to those that have shown at this gallery before? _____
- Why would their collectors like your work? _____
- Do you have collectors? _____
- Are your price points similar? _____
- Are you making new and fresh work regularly? _____
- What other reasons should they show your specific work? _____

What To Do With These Answers

Now that you have answers to these questions, tailor your submission to that space with this information. Here are a few ways you can do it:

- Add these as bullet points to your submission cover letter.
- Weave these reasons throughout your introductory note or cover letter.
- Incorporate these ideas into your bio or artist statement if they're a fit.
- Share these points if you have a live conversation with the gallerist.

About Kate Farrall

I'm a get-your-sh*t-together specialist for motivated artists, makers and creative business owners who want to earn more from what they do. They've got amazing art, handmade objects, and life changing services to offer but feel frustrated that they're not selling more and aren't sure what to do about it. I help them connect and engage with people who want their work so they can stay true to what they love doing while earning more money.

You can find me online at www.katefarrallcoaching.com.

Looking for More?

If you want to stop feeling overwhelmed about all the things you need to do to make your art career come to life and support you in the way you deserve, we should talk.

I've helped all kinds of artists that have all kinds of goals and one thing they have in common is results. I'm happy to say that each one has gained business know-how, confidence and has upleveled to meet their goal.

The best praise I've ever received was, "*I now feel more empowered in what I'm bringing to the table, rather than feeling like I'm relying on someone else to make my future happen.*" Helping artists up their game —selling more work, getting shown and having confidence in spades— makes me the happiest person and energizes what I do every day.

Interested in getting this kind of help? Book your FREE 30-minute virtual coffee call so you can ask me questions about how I work and tell me about your current goals. We'll use the call as an opportunity to make sure we're the right fit to work together. [Schedule it here.](#)

The world needs what you create! And, you do, too! **Let's get to work!**