

Live Trading Sessions

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In the first installment, I discussed how to get started organizing a live swap. For this next installment I will give you ideas to “talk up” Artists Trading Cards) (ATCs) in order to enhance and diversify your membership roster.

The trading of ATCs can mean many things to many people. Some look at live swaps as a reason to get out of the house. Others enjoy meeting people who have an affinity for art and who like to create. Still others find the camaraderie conducive to their creative process. Whatever reasons people have, they are all valid and worth sharing with the unenlightened.

Many people active in the ATC community do not pursue art as a fulltime career and therefore do not have such a vested interest in making a living with it. By and large, it isn't difficult to get these folks to try something new and different. But to get some “established” artists in the mix might prove more challenging, so when approaching them to join in your ATC group, here are some things you might want to consider.

1. Make sure you have some information with you that they can take home. A link to some informative websites that are geared to their interests, websites with really nice examples of traded cards, or simply a list of Frequently Asked Questions (FAQ) might be applicable. Shameless plug alert: a link to the Art Trader Magazine might also be a good plan.
2. Go to art festivals, flea markets, gallery events, or any place artists hang out. If you have a kid in school, invite his/her art teacher. If possible, scope out the artists in advance; get a feel for their personalities. Avoid muscling in on their time if they are with a potential client or customer.
3. Don't be offended if they don't give you the time of day or if they look at you as though you offered them a plate of slugs. Be pleasant – don't burn bridges. They may realize somewhere down the line that ATCs are a great concept and join your group at a later time.
4. If you can't interest them to become a member, invite them to come as a guest speaker. They could share little tips on working with certain mediums, how they create, what inspires them – let them talk as long as you get them to come to your group so they can see what they're missing.

Having one or two established and working artists in your group benefits not only the artists who are willing to participate, it also gives other members the opportunity to become better at their craft as well, through interaction and through the sharing of creative ideas. We often look at artists as unapproachable and intangible at times – and while there are those whose egos know no boundaries, most are pleasant and willing to share their craft with anyone who shows an interest.

Download our ATC Flyer for printing
www.arttradermag.com/issues/misc/ATC_Flyer.pdf