



## How to Get an Article Published About Your Artwork

My students often ask me how I have been able to get so many articles published about my artwork. I have written feature articles in American Artist's Watercolor magazine, International Artist magazine, and The Artist magazine in Kent, England. I also have had my art featured in books such as "Best of Watercolor".

I have found that writing an article about your work can help your career in many ways . . . it can help possible buyers relate to your work or understand it better, it can position you as an expert in your field, it can help sales of your work. There are many benefits to having an article published.

Some people think that this will only happen to them if their art is as good as the best out there, but there is no magic to getting published. There are many things you can do to make this happen.

**Create a plan.** Nothing happens without a plan (or at least it takes a lot longer without one). **Review some of the art magazines and start creating your plan to get in them. Most zines now post their submission guidelines online, which will tell you what they are looking for and how to submit the article idea. Begin to catalog a set of slides of your work. Brainstorm ideas of what you might want to focus on . . . . which brings us to:**

**Create a hook.** You must come up with something that will set your article idea apart from all the others. This is how I managed to get my first article published, back in 1997 in Watercolor magazine. I had developed several paintings using the "negative painting" style that I've become known for. I called it "Painting From the Inside Out" in my workshops, and I stressed this in my article idea. I believe this focused idea, what the editors call the "slant" of the article, is what helped me break into the field.

**Create a body of work.** Just like galleries, magazine editors want to be able to publish artists that know what they are about. This means having a cohesive body of work to show them - 10 to 15 paintings that are tied together in medium, style or subject matter. Then you can come up with an idea for the article that builds on this theme.

**Create a query letter.** Don't spend too much time writing an entire article that may not interest an editor. Instead get your idea down on paper in a query letter. The letter should focus on the "slant" that you've come up with and have an attention-getting opening paragraph. It should point toward the slides you've enclosed, and be short and to the point. Pick up a book at your library for more pointers on an effective query letter - this is really the key to selling your article idea, and it's how I sold my first article.

My query letter was focused and well written enough that the editor let me write the article, too! That article opened up offers for others and I soon became a published writer.

Follow these hints and you're sure to be featured soon in an article. Let me know when that happens! Then follow that up with more article ideas and queries, because once you're published for the first time you can claim status as a published author. That will open doors for even more publicity and articles.