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Quiet Marketing for Commission Artists

A calm, practical guide for artists who want
paid work without shouting online



WELCOME

Introduction

Marketing does not have to feel loud, clever, or performative.

If you are a commission artist, your job is not to persuade strangers to buy something on impulse. Your job is to build enough trust that one person feels comfortable handing you something personal, meaningful, and often emotional.

This guide is for artists who:

- ✓ Feel uncomfortable promoting themselves
- ✓ Rely on commissions and want them to feel more consistent
- ✓ Are scared of being seen, judged, or ignored
- ✓ Want a business that feels steady rather than exhausting

You are not behind. You are simply running a different kind of business.



SECTION 1

Why marketing feels hard for commission artists

Most marketing advice is created for product sellers and course creators. It assumes volume, speed, and confidence.

Commission work is different. Clients are not buying an object, they are choosing a person. They are trusting you with something that matters.

That is why:

- ✓ Posting more does not automatically bring enquiries
- ✓ Loud marketing feels uncomfortable
- ✓ You can be visible online and still have no paid work

Nothing has gone wrong. The advice simply was not written for commission artists.

SECTION 2

What actually brings in commissions

Commissions are built on trust, not reach.

People commission artists when they:

- ✓ Understand clearly what is being offered
- ✓ Feel reassured about the process
- ✓ Have seen the artist more than once
- ✓ Feel personally spoken to

Quiet repetition builds familiarity. Familiarity builds trust. Trust leads to enquiries.



SECTION 3

The four trust signals commission clients look for

1. Visibility

You do not need to post constantly. You need to be visible enough that people remember you exist.

Helpful visibility includes:

- ✓ Work in progress
- ✓ Sketches and details
- ✓ Studio photos
- ✓ Small explanations of what you are working on

2. Clarity

If people have to guess whether commissions are open, what you draw, or how to enquire, they usually will not ask.

Clear information reduces anxiety for everyone.

3. Reassurance

Many commission clients are nervous.

They want to know what happens after they enquire, how involved they will be, and that you have done this before.

4. Consistency

Repeating yourself may feel boring, but it is reassuring.

You are not repeating information for the same person. You are helping someone new.

SECTION 4

The quiet actions that lead to paid work

The actions that bring commissions are often unglamorous, but effective.

These include:

- ✓ Making it obvious that commissions are available
- ✓ Explaining the process clearly
- ✓ Showing work while it is in progress
- ✓ Following up past clients
- ✓ Making it easy to get in touch

If an action makes it easier for someone to give you money, it is worth doing.



SECTION 5

What to do, step by step

You do not need to do everything at once. Pick one step, complete it, then stop.

Step 1: Make commissions obvious

- ✓ Clearly state when commissions are open
- ✓ Say what subjects you do and do not take on
- ✓ Mention roughly how far ahead you book

If someone cannot tell within a few seconds whether they can commission you, they will move on.

Step 2: Explain the commission process

- ✓ How someone enquires
- ✓ What information you need
- ✓ How the process usually unfolds
- ✓ Rough timeframes

This does not need to be detailed. It needs to feel reassuring.

Step 3: Share work while it is happening

- ✓ Post work in progress
- ✓ Share details or close-ups
- ✓ Talk briefly about what you are working on

This builds trust without selling.

Step 4: Follow up past clients

- ✓ Let them know commissions are open
- ✓ Check in on how their artwork is settling in
- ✓ Mention availability for gifts or future pieces

This is considerate, not pushy.

Step 5: Remove friction

- ✓ Make your contact details easy to find
- ✓ Respond clearly and confidently
- ✓ Avoid apologising for prices or availability



Why fear often shows up as marketing confusion

Fear often hides behind overthinking.

It can look like:

- ✓ Rewriting captions repeatedly
- ✓ Waiting to feel more confident
- ✓ Tweaking instead of sharing
- ✓ Believing you need more training before acting

This is not a lack of skill. It is self-protection.

Confidence grows through small actions, not waiting.



SECTION 7

A simple framework to return to

When things feel overwhelming, come back to this:

Be visible

Let people see you and your work regularly.

Be clear

Say what you offer and how to enquire.

Be consistent

Repeat yourself calmly.

Be human

Speak like a person, not a brand.

SECTION 8

The quiet actions that lead to paid work

You have permission to stop:

- ✓ Marketing like product sellers
- ✓ Posting just to keep up
- ✓ Apologising for selling
- ✓ Waiting to feel confident
- ✓ Treating commissions as temporary

Commission work is a valid business model.



One-page action checklist

Use this checklist as a grounding tool. You do not need to tick everything at once.

Commission clarity

- I clearly state when commissions are open
- I say what I do and do not draw
- I mention how far ahead I book

Process reassurance

- I explain how to enquire
- I outline what happens next
- I give realistic timeframes

Visibility

- I share work in progress
- I show details or sketches
- I talk briefly about current work

Enquiries

- My contact details are easy to find
- My replies are clear and confident
- I remove unnecessary friction

Past clients

- I follow up once or twice a year
- I let them know when commissions are open
- I treat follow-ups as considerate



LAST WORDS

Closing thoughts

You do not need to become louder.

You do not need to become someone else.

You do not need to enjoy marketing.

You only need a calmer, clearer way of being seen.

Quiet marketing works when it is built on trust, clarity, and small consistent actions.

That is how commission artists build steady businesses without burning out.

