

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

Ken Kobrick & Angela Geene,
www.Passchal.com,
featured on the Today Show

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Art Licensing 101 by Michael Woodward is a comprehensive handbook taking readers step-by-step through the ins and outs of the licensing and publishing industry. Michael Woodward has worked in the licensing and publishing industry in the US and UK for over 25 years.

Craft Marketer

NEWSLETTER

Make It Once, Sell It 10,000 Times

Licensing Your Art or Craft Designs

by James Dillehay

Licensing is a \$175 billion industry according to expert, Michael Woodward, who has licensed over \$600 million in products, and authored the guide *Art Licensing 101*.

Mary Engelbreit has created a range of licensed products that stretches from dinnerware to screensavers, a successful retail store, an award-winning magazine, more than 150 book titles published and hundreds of millions of greeting cards sold.

Thomas Kinkade's images have been licensed in different industries and on a wide variety of products that generated over \$100 million in sales in 1999.

Kinkade's art appears on greeting cards, T-shirts, posters, jigsaw puzzles, screensavers, checkbooks, collectible dishware, cross stitch patterns, books and family Bibles.

Artist, Christian Riese Lassen has also generated over \$100 million in annual product sales that license his art.

It isn't a simple matter of being a good artist; you must understand design and branding to be really successful at licensing.

Publishers license artwork for book covers, posters, postcards, calendars, CD covers and more. Book publishing contracts typically contain a clause spelling out merchandising rights that allow the publisher to license author's books.

Mickey Mouse's popularity extended not only to cartoon films but also in the merchandising market. Years ago, Disney Studio was still in need of more funds, so they decided to merchandise the character of Mickey Mouse. There was an offer from a manufacturer in New York, who quoted \$300 to acquire the license to put Mickey Mouse on some pencil tablets. Soon the trend of Mickey Mouse merchandising began. Mickey Mouse dolls, dishes, toothbrush, radio etc. started to spread out in the market.

Everything from sweatshirts to coffee mugs to greeting cards and hundreds of other items are made incorporating design or artwork that is licensed.

Licensing over the past few years has become a seriously tough business. It is important therefore for any artist entering this market to be aware of certain factors. Michael Woodward offers five important tips.

Licensing your art or designs allows you to produce an image once and earn royalties on thousands of product sales.

Licensing is now a multi-billion dollar industry.



James Dillehay
Helping You Profit from Your Creativity

James' craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.

1. Organization; Copyright your work with the Copyright Office in Washington. Keep accurate records by cataloging your work with reference numbers and descriptions. Ensure all your work is scanned so it's accessible and available for licensing. If you are not computerized and digital then you are living in "La La Land".

2. Producing art which sells; So many artists try to promote work which is simply not commercial. If you want to license your work to a particular company, find out what they sell first by visiting stores/outlets where the products are sold and visit their website if they have one. Target your art to fit the client's needs and their customers.

3. Promotion; Getting your work in front of Art Directors and buyers is the first stage of creating awareness. Produce a professional presentation i.e. a flyer or single sheets of work in a folder. Ensure the printing quality is good. Use emails to direct buyers to your website. Telephone and write to art directors asking if they have sub-

mission procedures. Use a combination of all these methods and above all **be professional.**

4. Creativity; Manufacturers are looking for styles which fit the lifestyles of their customers, so single designs don't create any impact. To be really successful at licensing the artist needs to create a "look" which can be used over several product ranges. This is how "Art Brands" are created. Look at current successful brands and learn how the artist adapts designs to suit products.

5. Perseverance; Be prepared for a long hard road- the competition out there is fierce. Licensing is now a hugely competitive business and to survive you must constantly produce new innovative art. Listen to what art directors tell you, be adaptable and cooperative.

The above tips are excerpted from the forthcoming, *Guerrilla Marketing for Artists and Craftspeople*, by Jay Levinson and James Dillehay. Publication will be announced in this newsletter.

They Made It!

Late in 1991, Tracy and John Porter left Chicago for Wisconsin to pursue their dream of making beautiful hand-painted wares to sell. Business really started when they attended the New York Gift Show. To everyone's amazement, they received \$75,000.00 in orders. Over the next few years, business flourished. They realized the need to build a brand name to grow more. In Spring of 1995, they started up partnerships with manufacturers who would license and produce their artistic creations. Soon they looked at turning out textiles, dinnerware, wallpapers, rugs, and more beautiful products from their designs. A few years later, over 15,000 retailers were selling Tracy Porter products.

Got a story to share? We love highlighting successful craft artists. Send your story to jamesd@craftmarketer.com