



Background: ArtLicensingShow.com is a protected portfolio website and a great social networking community for the art licensing industry. For you wish to you know more about Cherish, please check this link (Annie Troe, recently published Agent Spotlight on her blog)
<http://annietroe.blogspot.in/2016/03/artist-spotlight-cherish-flieder-artist.html>

For those who are apprehensive about the platform, this Event is your key to get your concerns addressed. Here's a video snippet as to what ArtLicensingShow.com is all about:
<https://www.youtube.com/watch?v=Dc8lb85mA8k>

Read More about the Platform Model here: (<http://www.artsyshark.com/2015/02/12/art-licensing-show/>)

By now you have some idea about how the platform works, with this QnA Session we would take our discussions further and make it all the more easy for you. Let's chat about how the platform works for Artists/Designers/Photographers for Agents, Art Directors and Manufacturers and let's get your concerns addressed.

Thanks to all the participants and Group Members, who came forward and shared their concerns around ALSC Platform so that we could openly discuss about it and as we know Cherish is always open to suggestion. For you have one, please email her directly at: redcarpet@artlicensingshow.com

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<https://web.facebook.com/events/1683408758576434/1686260711624572/>

LIVE QnA Session Details (Dated: 29th April, 2016)

Cherish Flieder

Welcome to our very first Art of Licensing LIVE QnA event. I'm happy to be with you all today. Thanks for taking time out of your busy schedules to be here. I will do my best to answer all of your questions about art licensing and art licensing show. I am typing as we go, so thanks in advance for your patience. Also, if you have specific concerns regarding your account or any technical issue, please email me at RedCarpet@ArtLicensingShow.com for personal assistance. I'm excited to share as much as I can with you today. [Neelam Kaur](#) will be helping me manage the questions, thanks [Neelam!](#) (*smile emoticon*)

Julene Ewert Hello!

Like · Reply · 2 · 13 hrs



Cherish Flieder Welcome!

Unlike · Reply · 1 · 13 hrs



Ann Troe We should all probably post in this single thread smile emoticon

Unlike · Reply · 5 · 13 hrs



Neelam Kaur Absolutely...Keep looking for Questions I post

Like · Reply · 2 · 13 hrs



Lisa Kirkbride hello
Like · Reply · 2 · 13 hrs



Jacqueline Kok Hello
Like · Reply · 2 · 13 hrs



Sharon Landon Hi
Like · Reply · 2 · 13 hrs



Susan Brand Hi
Like · Reply · 2 · 13 hrs



Neelam Kaur Hello **Cherish** and our lovely Group Members, I will try to post questions one by one. So **Cherish**, tell us how ALSC was born?
Like · Reply · 1 · 13 hrs · Edited



Kathleen Ruhl Hi **Cherish** and thanks for taking time out to do this for us.
Unlike · Reply · 3 · 13 hrs



Kimberly McSparran Hi
Unlike · Reply · 2 · 13 hrs



Wendi Moore Hello. I'm so glad you're doing this, **Cherish**.
Unlike · Reply · 2 · 13 hrs



Cherish Flieder I guess I'll answer questions here to keep in in a single thread. smile emoticon
Unlike · Reply · 3 · 13 hrs



Cherish Flieder ALSC was firs born about 6 years ago, I started the LinkedIn group and we grew very quickly, however, back then you couldn't show any art on LinkedIn. Plus they have HORRIBLE terms and conditions about what they can do with the art you do upload there.
Unlike · Reply · 2 · 13 hrs

Cherish Flieder I started planning on some kind of way the artists could show their work safely online,
Like · Reply · 13 hrs



Cherish Flieder We have had many copyright infringements too, over the years... So, putting your whole portfolio online without being protected seemed like a bad idea...
Unlike · Reply · 1 · 13 hrs



Collene Kennedy How will the site drive licensor and agents to it?
Unlike · Reply · 2 · 13 hrs



Cherish Flieder So, many artists started making protected portfolio sites, this turns out to be too many passwords and places for art directors to visit.. they are very short on time...
Unlike · Reply · 2 · 13 hrs



Ann Troe Collene - I have signed a deal already from ALSC. Agents and Licensees are already there heart emoticon

Like · Reply · 10 · 13 hrs



Cherish Flieder Congrats Ann! i can't wait to hear more!!!

Like · Reply · 12 hrs

Kimberly McSparran that's great Annie!

Like · Reply · 3 · 13 hrs



Cherish Flieder The site attracts art directors in two ways, 1... SEO, we have a big beautiful community of artists and the more we share and talk about it the more these HUGE companies find out. 2. Artists invite them to come look at their portfolios, this is HIGHLY effective. One of the BIGGEST deals I am aware about (don't know the details) was earned by this strategy.

Unlike · Reply · 6 · 13 hrs



Cherish Flieder This is really a community though and through. Together we make this a vibrant place where art directors will want to hang out. It's working too, once one person from these large companies join, they invite their co-workers in other departments. This is a very good sign.

Unlike · Reply · 4 · 13 hrs



[w.youtube.com/watch?v=Dc8lb85mA8k](https://www.youtube.com/watch?v=Dc8lb85mA8k)



Online Portfolio Reviews for Art Licensing Made Easy - Art...

YOUTUBE.COM

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Sharon Landon Wow, the video really shows the importance of keywords. Do they normally just use one word, or will they do a phrase, like "wall art" or should we just be more specific about the subject instead?

Like · Reply · 2 · 13 hrs



Cherish Flieder Sharon, we are not really tracking all of this type of activity, but I think they will type in common things they ask for all the time, so yes...

Like · Reply · 1 · 13 hrs



Cherish Flieder use a lot of keywords, they also serve as search buttons within YOUR portfolio.

Like · Reply · 2 · 13 hrs

Cherish Flieder If you have not seen this video yet, take time to watch it, it shows more about WHY this is a great deal for BUSY art directors.

Unlike · Reply · 4 · 13 hrs



Neelam Kaur Cherish, Aside from the portfolio, how does someone who is new to art licensing work with an AD through your site for the first time?

Like · Reply · 4 · 13 hrs



Cherish Flieder So, the best thing to do is to this. FIRST: create awesome art that is marketable. Not all art is licensable. You may need to take some classes and search the internet to learn more about this. This is VERY important that your work is something that companies will desire.

Unlike · Reply · 3 · 13 hrs



Cherish Flieder SECOND: Share your portfolio on ALSC. This is basically how you open the door for them to see your work, HOWEVER, it is a passive way of marketing. They will get a notification when you share your work ON the site and ON their activity feed with links back to you. BUT, you still haven't made contact...

Unlike · Reply · 3 · 13 hrs

Cherish Flieder THIRD: Message them / email them personally through the site. They are VERY busy people, but they are looking for good art. Kindly introduce yourself and LINK back to the portfolio on ALSC. This DOES generate a real email for them to see in their regular inbox.

Unlike · Reply · 6 · 13 hrs



Cherish Flieder This is a relationship business so you must form relationships. This is why having a dedicated social media platform that is ONLY for the purpose of art licensing is a HUGE benefit for getting seen by the right people...

Unlike · Reply · 4 · 13 hrs



Julene Ewert Cherish Flieder How do you find the Right people? Are they okay with cold-calling-emails?

Like · Reply · 13 hrs



Cherish Flieder They are used to it. If you can connect with them first, and they accept, it's no longer a cold call. wink emoticon

Like · Reply · 1 · 13 hrs



Cherish Flieder Julene, keep in mind that these companies actually need art. So, it's just a matter of being professional and staying in touch. Being helpful, collaborative and easy to work with is key. Reach out to HELP them, and they will want to work with you if your art is the right fit.

Unlike · Reply · 1 · 12 hrs

Wendi Moore Yes! What **Neelam Kaur** said.

Like · Reply · 2 · 13 hrs



Cherish Flieder See above. smile emoticon

Like · Reply · 1 · 13 hrs

Kathleen Ruhl Is ALSC a global site? Are ADs and their companies from all over the world?

Unlike · Reply · 4 · 13 hrs



Cherish Flieder Yes, we do have companies on a few different continents.

Unlike · Reply · 3 · 13 hrs



Neelam Kaur I am trying my best keep the connection flowing, my next question to **Cherish** is, When a new art director joins ALSC, how do the artist members know there is a new AD who has joined, so that they can share their work with him/her?

Like · Reply · 3 · 13 hrs



Cherish Flieder How would you like to be notified? If you were an art director would you want hundreds of artists to be notified when you first sign up? I'm not sure... Right now the best way to know is to A) invite them (you will be personally notified by email when someone you invited has completed their registration. B) Login on a regular basis and see who has been recently active in the art director membership or see who is new in the "SHARE" portfolios sections. Open to discussion on this...

Unlike · Reply · 4 · 13 hrs



Kathleen Ruhl I would want to do my homework and research them as well...even before contacting them. They may not even be what I first thought.

[Like](#) · [Reply](#) · 2 · 13 hrs · Edited



Cherish Flieder YES, please research the companies first. This is your responsibility and shows them you are serious. Don't send art to people who are looking for totally different types of art from what you do, that's not helpful to anyone. wink emoticon

[Unlike](#) · [Reply](#) · 3 · 13 hrs



Kathleen Ruhl Do you recommend resumes posted or emailed as well or does the portfolio speak for itself?

[Unlike](#) · [Reply](#) · 1 · 13 hrs



Cherish Flieder The art should speak for itself. Have a resume ready on a web page and more art on your website to help them learn about you. I use LinkedIn for my resume. wink emoticon

[Like](#) · [Reply](#) · 1 · 13 hrs

Wendi Moore Do you have any advice for first-timers on what to say in an email to an art director? Also, if more than one person representing a particular company is on the site, should we contact all of them?

[Like](#) · [Reply](#) · 2 · 13 hrs



Cherish Flieder Short and sweet. Yes, you can contact each one, they may point you in the direction of someone who handles a particular line. They are usually looking out for each other in this way. As I mentioned, always include a LINK to your ALSC portfolio in your email communications (after you have shared it with them of course). This will get them used to the process and it keeps your work safe...

[Unlike](#) · [Reply](#) · 6 · 13 hrs

Jacqueline Kok What is a good minimal portfolio size before reaching out to AD's? How many pieces at least?

[Like](#) · [Reply](#) · 1 · 13 hrs



Cherish Flieder That really varies. If you had one or two really strong collections you could reach out, they will want to see more though. THIS, is how you do your follow up, send them more great art to look at!

[Like](#) · [Reply](#) · 4 · 13 hrs



Ann Troe It will depend on how you create art. I had about 12 collections before I started approaching people

[Unlike](#) · [Reply](#) · 8 · 13 hrs



Cherish Flieder Ann, yes, I think this is really the best. Way to go. Thanks for popping in. smile emoticon

[Unlike](#) · [Reply](#) · 1 · 13 hrs



Cherish Flieder The more the merrier.

[Unlike](#) · [Reply](#) · 2 · 13 hrs

Neelam Kaur Cherish, Are AD looking for specific types of projects to license? If so, what? In other words, what is the best way to prepare my portfolio to increase my chance for licensing?

[Like](#) · [Reply](#) · 3 · 13 hrs



Cherish Flieder Christmas, Winter Holiday ... those are HUGE in licensing.

[Like](#) · [Reply](#) · 3 · 13 hrs



Cherish Flieder Think about the kind of licensing you want to do. This will tell you what to make. Go shopping. If you want to license for gifts, think about WHY people BUY gifts (birthday, baby, wedding). If you want to sell greeting cards.. what kind of cards do they buy most... Etc...

[Unlike](#) · [Reply](#) · 6 · 13 hrs

Cherish Flieder Of course, follow the trends to an extent too. There is something that is always popular that people want to buy. That's what we make. wink emoticon

Unlike · Reply · 2 · 13 hrs



Sharon Landon But, we can consider if our designs have "legs" and can be utilized in multiple markets, right?

Like · Reply · 1 · 13 hrs



Neelam Kaur Though you covered pretty much **Cherish**, however, What's the best way to share new work and make sure that we are sending to art directors with companies that are appropriate for our art? How do we know they are receiving and how often should we share?

Like · Reply · 3 · 13 hrs

Cherish Flieder Look at their website and see if you would be a fit.

Like · Reply · 1 · 13 hrs



Cherish Flieder We don't always know if they are receiving, but keep sending every 3-4 weeks or so if they are a good fit. If not, they will eventually tell you so. Otherwise, it's safe to assume they are CRAZY busy, but hopefully they like what you are sending if it's good. wink emoticon

Unlike · Reply · 4 · 13 hrs



Cherish Flieder **Sharon**, yes, when you create art try to think of at least 3 markets that could use it and you will be in a good frame of mind to pitch it to the right companies. (Exception is greeting cards or illustrations for specific books).

Unlike · Reply · 3 · 12 hrs

Kathleen Ruhl Are there all kinds of licensing companies represented? For example from a Hallmark type company (Leanin' Tree) to a high end wallpaper, drapes, rugs etc. like Cowtan & Tout.

Unlike · Reply · 4 · 13 hrs



Cherish Flieder Yes. And there are no limits to who can use this site, they just need to be legit buyers of art. We do our best to pre-screen them, but it's up to which artists to choose who they want to share their work with. You can invite pretty much any company you want (unless they are known to rip off artists, please don't invite those people... wink emoticon)

Unlike · Reply · 6 · 13 hrs · Edited

Ann Troe **Kathleen Ruhl** I chatted with Susan/Leanin' Tree through the site last month or so

Unlike · Reply · 3 · 13 hrs



Kimberly McSparran **Kathleen**, I think it's up to us to invite AD's from Schumacher, Stark. Scalamandre, Clarence House, etc. I think most of the artists aren't going after the high end market, so it's our place to bring them into the fold.

Unlike · Reply · 5 · 13 hrs



Cherish Flieder We have a wide variety of industries on the site. Yes, bring who you want to the site to see YOUR art. That's the point. smile emoticon

Unlike · Reply · 4 · 13 hrs



Madeline Faiella Susan is one awesome lady.

Like · Reply · 2 · 13 hrs



Sarah Price hi sorry im late

Like · Reply · 13 hrs



Neelam Kaur Sarah, we covered few questions so make sure you follow the thread and let me know if you need any help. Just send me a message smile emoticon

Like · Reply · 2 · 13 hrs



Cherish Flieder Welcome
Like · Reply · 1 · 13 hrs



Jill Brahms Meyer I just realized how to participate in this session also! Sorry! frown emoticon
Like · Reply · 1 · 13 hrs



Neelam Kaur Jill Brahms Meyer There's always a first time...But cheer up smile emoticon
Like · Reply · 13 hrs



Sarah Price i was looking for a facebook live video - not sure why
Like · Reply · 13 hrs · Edited



Cherish Flieder Jill, Sarah, no worries. Glad you made it.
Unlike · Reply · 2 · 13 hrs

Neelam Kaur Cherish, Should we copyright our images before posting to ALSC?
Like · Reply · 2 · 13 hrs



Cherish Flieder This is HIGHLY recommended, yes. You are licensing art, which implies you hold a license, in US, it's automatic, I know, but you must take it seriously if you want to be in this business.
Unlike · Reply · 7 · 13 hrs



Cherish Flieder Many clients require this and I really won't feel comfortable signing a contract if I didn't have the paper to prove it's original and mine to license.
Unlike · Reply · 6 · 13 hrs

Neelam Kaur I hear from a lot of people that their work is getting "shopped" around—they've given images to an AD but not received anything (nothing in writing, no money, nothing) until the AD finds a buyer. Can you please give insight into this process? Including how to provide images that won't be ripe for theft? i.e.: If high res images are requested, can we watermark them?
Like · Reply · 3 · 13 hrs



Cherish Flieder Neelam, it depends on the company. This is happening more and more. It can cost THOUSANDS for them to invest in manufacturing a product so they want to make sure they have buyers lined up to purchase what is being made. This is scary and sometimes things fall through, but at least when they go through it won't be a flop and this is important for the manufacturer and your reputation with them.
Like · Reply · 2 · 13 hrs

Neelam Kaur Adding to this, How do you know art directors (AD) on ALSC are qualified licensors who will pay?
Like · Reply · 13 hrs



Madeline Faiella Question here. When you copyright I usually use names/titles but is it possible to just number the images? My less work brain coming out.
Unlike · Reply · 2 · 13 hrs



Cherish Flieder Madeline, I don't even do this, I just put 4 on a sheet and do several sheets in a collection.. ie Spring Art 2016... (Disclaimer, I'm not an attorney. LOL!) You probably know more about this...
Like · Reply · 3 · 13 hrs



Madeline Faiella You are so funny. I think that's fine. There is registration proof and an image. They have made it easier now with the new system. lol lol lol No attorney am I either but I do believe that's a great solution. THANKS.
Like · Reply · 1 · 13 hrs



Wendi Moore Are you open to suggestions to make the site more user-friendly? When you search for members in the directory and click on "Licensee/Manufacturer" the list shows individual names, but you have to click on each person to see the name of the company. It would be great if we could see the company names at a glance.

Unlike · Reply · 6 · 13 hrs



Cherish Flieder Yes, this is actually in the works. Thanks for the reminder, I'll chat with our developer team and check the status.

Unlike · Reply · 4 · 13 hrs



Cherish Flieder Yes, if anyone ever has ideas, please email me. I can't promise anything, but you would be surprised at what is possible. redcarpet@artlicensingshow.com

Unlike · Reply · 3 · 13 hrs



Wendi Moore Thank you! smile emoticon

Like · Reply · 1 · 13 hrs



Jill Brahms Meyer I thought I went to heaven when we got batch upload! smile emoticon

Like · Reply · 3 · 13 hrs



Wendi Moore Jill, what do you mean we have batch upload? I'm not familiar with that.

Like · Reply · 13 hrs



Jill Brahms Meyer Instead of uploading one image at a time, we can now upload a whole group of images.

Unlike · Reply · 5 · 13 hrs



Wendi Moore How?

Like · Reply · 13 hrs



Jill Brahms Meyer Cherish?

Cherish Flieder Go to the Portfolio, Add Pieces, Click the green link that says BULK UPLOAD

Unlike · Reply · 4 · 13 hrs



Cherish Flieder Drag and drop, then copy and paste your keywords to each one. Fast and beautiful. Don't do more than 32 in a collection total or you will have errors. wink emoticon That's the limit my friends.

Unlike · Reply · 4 · 13 hrs



Jill Brahms Meyer Best thing to happen in life since bubble gum!

Like · Reply · 2 · 13 hrs



Kimberly McSparran That sounds confusing to me...maybe I'll have to practice that and then ask you questions...is that okay for all of us who aren't as computer savvy as you?

Like · Reply · 2 · 13 hrs

Neelam Kaur [Kimberly McSparran](#) Do not worry, you can always email Cherish @ redcarpet@Artlicensingshow.com

Like · Reply · 1 · 13 hrs



Cherish Flieder Awww, thanks [Jill](#). The newcomers are lucky. It's SO fast and easy to upload art now. And if you need to change the order, just drag and drop it into the right order. wink emoticon

Like · Reply · 1 · 13 hrs



Kathleen Ruhl Cherish, are there size parameters to follow for individual portfolio pieces to upload? Do you recommend creating a collection as one file (within a certain max size) to show an AD a bigger vision and options?

Like · Reply · 1 · 13 hrs · Edited

Cherish Flieder Kathleen, everyone does it differently, but you want to keep your files small (around 700 pixels wide or tall). You can put several images on a jpg or png or you can do some mockups, or one image per file.

Like · Reply · 1 · 12 hrs



Cherish Flieder The MOST important thing is to put your NAME and contact info on each file. smile emoticon

Like · Reply · 1 · 12 hrs



Cherish Flieder <http://redcarpet.artlicensingshow.com/faq/>



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Madeline Faiella Hi. Late. My apologies.

Like · Reply · 13 hrs



Cherish Flieder Glad you could make it, you have some reading to do. wink emoticon

Like · Reply · 1 · 13 hrs



Madeline Faiella Yes...I'm just printing out the chat. I was away and then sick for two weeks. I'M BACK. LOL

Like · Reply · 1 · 13 hrs

Julene Ewert How do you know if licensing is right for you as an artist?

Unlike · Reply · 3 · 13 hrs



Cherish Flieder This is a very good question. It's not for everyone. There are some articles that have been written on this, I would recommend maybe doing some more research and maybe take a class to learn more. It's not for the faint of heart, it can take months if not years to see an income and you have to be passionate about seeing your art used on product. A lot of fine artists don't like this. Art licensing is very commercial. You also, need to be flexible with how it is used. You can't always control the colors and the outcomes, but you can choose who you let use your art. wink emoticon

Unlike · Reply · 5 · 13 hrs



Madeline Faiella Yes, it can take a lot of time. However, you can find many wonderful things during the journey and you won't know if you don't try. Read [Joan Beiriger's](#) blog. It's like the Smithsonian for this community.

Like · Reply · 8 · 13 hrs



Julene Ewert time and hope. I've had a few license deals but nothing ever came of it.

Like · Reply · 3 · 13 hrs



Ann Troe **Julene Ewert** ALSC has sped up the process for me heart emoticon

Like · Reply · 5 · 13 hrs



Kathleen Ruhl Do you know if you legally have a binding license deal even though it may take months to years to see the \$\$\$? Or do they potentially fall off the planet? So like how would you know if you can't resell that art...I'm assuming, read the contract for sure but if you're not paid for a long time...???

Like · Reply · 1 · 13 hrs



Madeline Faiella **Julene Ewert** I have seen artists whose work was used 3 or more years after they submitted it. You just never know.

Like · Reply · 3 · 13 hrs



Julene Ewert **Madeline Faiella** patience little grasshopper, huh?

Like · Reply · 3 · 13 hrs



Madeline Faiella **Kathleen Ruhl** That's a great question. I think if you research who you are signing with and talk to other artists you can get a good feel about some companies. On the other hand, there is never a guarantee from anyone for anything. Just putting art up online is a risk. Someone else may have more on this for you.

Like · Reply · 2 · 13 hrs



Cherish Flieder **Kathleen**, yes you want a legally binding contract in place. The first year (approx or less) is development phase and when they go to market you should get quarterly royalty payments and statements (this must be outlined in your contract). If you can get an advance that is helpful to pay you for your upfront time to prepare files for them.

Like · Reply · 12 hrs

Sarah Price does art licensing show have information on future trends?

Unlike · Reply · 2 · 13 hrs



Cherish Flieder We are working on doing something more formal, but yes, you can join the Trends group and learn and share about trends.

Like · Reply · 4 · 13 hrs



Ann Troe There is a group on trends heart emoticon<https://artlicensingshow.com/groups/> sometimes we talk trends in my "2nd Thursday" group



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Sarah Price thanks good to know

Like · Reply · 13 hrs



Cherish Flieder **Ann**, Thanks! Yes, everyone MUST join the 2nd Thurs group. We chat like this every month so you can ask questions of me and everyone else too that joins in. It's VERY helpful. smile emoticon

Unlike · Reply · 2 · 13 hrs



Kimberly McSparran Yes Annie, I 'd like to join that group...you always have wealth of information and energy!

Unlike · Reply · 2 · 13 hrs



Neelam Kaur Cherish Flieder I think Trends Exclusive to ALSC would be awesome smile emoticon
Like · Reply · 1 · 13 hrs



Ann Troe Kimberly McSparran ☐
Like · Reply · 13 hrs



Kathleen Ruhl Ann, Is your 2nd Thursday group open to members who are not paid subscribers yet? I'm still working on financing a membership...soon...in the works.
Like · Reply · 13 hrs



Kimberly McSparran Again it depends on the market you are after. If you are looking to do things for the holiday markets, then AD's want to see more of the same...just new. I've had a number of conversations with agents about this. Retailers are afraid to "rock the boat" so if Santa Claus and sweet artwork is your style then a group trend report would be helpful...but if your artwork is not whimsical or fun...you really have to look out of the box. Look at trends going on in Europe, etc.
Like · Reply · 1 · 12 hrs · Edited



Cherish Flieder Kathleen, the specialty groups are for the subscription members, but we do have an ALL members group that is open for everyone.
Like · Reply · 12 hrs



Wendi Moore Whenever we get emails asking for coloring book images, floral promo art, etc., there is always a link to add the art. However, if I try to find information and upload instructions directly from the ALSC site, I can never find any information. I always have to go back to the email to find the link(s). Where is the call-for-art information found on the ALSC website? There doesn't seem to be a place for it. The blog always shows "after the fact."
Like · Reply · 13 hrs



Neelam Kaur Cherish, I've spoken directly with a few artists on ALSC who have not been licensed yet, though they've renewed their portfolios (& their portfolios are gorgeous). Is it just a matter of time?
Neelam Kaur I am adding to this, Are artists paid through ALSC or do all communications go directly through the AD? If there is a problem with payment or even copyright infringement from an AD we have connected to through ALSC, how would we resolve these issues? Does ALSC help?
Like · Reply · 3 · 13 hrs · Edited



Joan Beiriger all licensing deals go through you or your agent - ALSC is not an agency.
Unlike · Reply · 8 · 13 hrs



Cherish Flieder Licensing is a long term game plan. It doesn't happen overnight. People who spend \$5,000 - \$10,000 per year at Surtex know that they have to do the show at least 3 times to get any traction. We are trying make a place where you can get more interaction time though the year to build those relationships faster, but it takes time. You have to WORK at it, this is a serious business, not something you can do passively.
Unlike · Reply · 9 · 13 hrs



Cherish Flieder Joan is correct. We don't handle any ALSC deals. This is up to you and your agent. We are a networking opportunity, we don't get involved in member affairs at any stage, so please do your due diligence when choosing whom to work with. smile emoticon
Unlike · Reply · 4 · 6 hrs · Edited



Cherish Flieder Wendi, the calls for art usually come through email or on the Call for Submissions group. We are starting to do more regular promotions so keep your eyes peeled. <https://artlicensingshow.com/groups/call-for-submissions/>



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Cherish Flieder Also, the Monthly Challenge group will have some too, <https://artlicensingshow.com/.../artlicensingshow-com.../>



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Joan Beiriger You need to regularly login to the Submission group because you may not otherwise be aware that someone posted a request for art even if you belong to the group.

Like · Reply · 3 · 13 hrs



Neelam Kaur Cherish, can we get those special notifications when new request is posted under the Submission Group. Just a thought smile emoticon

Like · Reply · 4 · 12 hrs



Susan Brand As **Cherish** mentioned above, it's also important for the artist to be proactive and reach out to potential licensees.

Like · Reply · 2 · 12 hrs



Cherish Flieder Susan Brand, this is 100% correct. If you want to see results you have to put things in action. heart emoticon Yes!

Like · Reply · 1 · 12 hrs



Cherish Flieder Neelam, right now there isn't a way to do this, it's probably just a good habit to check there. I will try to share things via email, but it becomes too much email.

Like · Reply · 12 hrs



Lisa Peruchini Brady Cherish Flieder, yes it would be great to get some kind of a notification when some posts in your group, especially when it's in your topic you originally posted.

Like · Reply · 1 · 7 hrs



Cherish Flieder Lisa, if you post a topic you automatically get an email update. I will check with developers to see if we can have more on-site notifications.

Like · Reply · 1 · 6 hrs



Lisa Peruchini Brady Thanks!

Like · Reply · 6 hrs



Neelam Kaur Cherish, What are the top 5 tips you can give to new artists on ALSC to start earning? I am very new to art licensing (although I've been building my portfolio for about 5 years)

Like · Reply · 2 · 13 hrs



Neelam Kaur Adding, How many contracts have been sealed as of now?

Like · Reply · 1 · 13 hrs



Cherish Flieder [Joan Beiriger](#) explains this well in her blog post... We are not involved in licensing deals.

"ALSC Member's Success

One of the most asked questions by artists who are considering joining ALSC, is if artists are getting licensing deals from licensors members and how many. The answer is YES artists are getting deals but there is no way to tell how many because ALSC is not an art licensing agency and artists are not required to report if they have signed a contract. Also most artists do not broadcast their success and those that do wait until the product is introduced into the market. That normally takes a year or more. But, several ALSC artists have shared their success. Read what they have to say..."

<http://joanbeiriger.blogspot.com/.../art-licensing...>

Joan Beiriger's Blog: Art Licensing Show.com® - One Year Old &...

JOANBEIRIGER.BLOGSPOT.COM

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Cherish Flieder Top 5 tips... Let's see...

1. Make UNIQUE art that expresses your voice. It needs to be very special for them to want to license it and not create it in-house.

Unlike · Reply · 5 · 13 hrs



Cherish Flieder 2. Update your portfolio regularly.

Unlike · Reply · 6 · 13 hrs



Cherish Flieder 3. Make a LIST of WHO you want to license to. Realize that if you want to get into big box stores, sometimes you will work with them, but sometimes you will work with another company that sells to them. You must find out WHO the product development contact is and then introduce yourself.

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Cherish Flieder 4. After you introduce yourself, FOLLOW up with new art ever few weeks. This can be in a email or newsletter. I would highly suggest always including a link to your portfolio in your communications. Your ALSC portfolio will be perfect to link to in your email signature and your website or blog so they can easily see your new work.

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Madelaine Faiella [Jill Brahms Meyer](#) that is a load of patience and good information for don't quit that day job yet.

Like · Reply · 3 · 13 hrs



Cherish Flieder 5. Stay positive. Submit and then move on to the next thing. Don't expect everything to work out, but if you don't submit you won't know. This is the "hurry-up and wait" business. Keep making your art and just focus on one deal at a time. When you get the first one, get the second one etc...

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Cherish Flieder 6. BONUS - Login to ALSC on a regular basis and participate in the groups, they are there to help you mastermind and figure this business out. PLUS when you login you go to the top of the Membership directory listings so art directors who are logged in will see you FIRST. smile emoticon

Unlike · Reply · 6 · 12 hrs



Madeline Faiella Yes, stay positive. You MUST. There will be rejection but you have to say NEXT and continue to submit. It could be they just don't need what you have at that time. Enjoy the journey. The destination is there with perseverance.

Like · Reply · 3 · 12 hrs



Lisa Peruchini Brady Cherish Flieder , INDEED!!!

Like · Reply · 1 · 7 hrs



Madeline Faiella I just contacted someone who has had my art for about a month now. She, however, has not yet heard from the manufacturer. They are a sound company and you may know them but of course, until we partner, I would be grateful, I'll say nothing. I felt that one month out was a good time period to contact them. Thoughts on this?

Like · Reply · 3 · 13 hrs



Collene Kennedy I had a similar story and it resulted in a couple of wall calendars and paper products produced in China...

Like · Reply · 1 · 12 hrs



Madeline Faiella Collene Kennedy That's wonderful. I'm hoping and i just wanted them to know that at some point, I will be putting that art out there. Congrats on your products. LOVE THAT.

Like · Reply · 1 · 12 hrs



Cherish Flieder That's wonderful Collene. Yes, I would stay in touch Madeline, especially if they have your art under review.

Like · Reply · 6 hrs



Sandra Bowers Madeline Faiella I usually clarify the dates before I send them my art. That way we both know what to expect and how often to be communicating. And they also know that if the client didn't order by that date then I'll be free to show it to other Companies.

Like · Reply · 1 · 5 hrs



Madeline Faiella Good idea.

Like · Reply · 5 hrs



Sharon Landon Such good info coming from this thread. My head is spinning!

Unlike · Reply · 6 · 13 hrs



Cherish Flieder Glad it's helpful. This is a lot of information. smile emoticon

Like · Reply · 2 · 12 hrs



Madeline Faiella I'm still reading and trying to keep up ... lol

Like · Reply · 2 · 12 hrs



Kathleen Ruhl Surtex...a long term goal for me. Does ALSC offer for members to go in together to pay for a booth? Especially if I'm a newbie and short of \$\$? Maybe umbrella'd under ALSC banner to let Surtex attendees know about ALSC too?

Like · Reply · 5 · 13 hrs



Sharon Landon That would certainly be the only way I could swing it. Would be a great idea.
Like · Reply · 1 · 12 hrs



Kathleen Ruhl Maybe have an ALSC contract to do so??? So if, unfortunately, one of us fell through for some reason or it holds the commitment.
Like · Reply · 12 hrs



Cherish Flieder If there is enough interest this could happen. We would need several people to commit and split the costs and a few to come to NY to run it. Something worth exploring. Email me. smile emoticon
Unlike · Reply · 8 · 12 hrs



Madeline Faiella I like this idea. There are others who have done this. I'm interested in this idea for sure.
Like · Reply · 2 · 12 hrs



Jacqueline Kok Would love to but coming from Europe makes it even long term!
Like · Reply · 1 · 12 hrs



Kathleen Ruhl Maybe have a timeline: when this would even need to be in the first organizing stage etc. This might be something that takes planning a year in advance and there could be an online (login) calendar for us to check into it and plan?
Like · Reply · 3 · 12 hrs · Edited



Kimberly McSparran Surtex is slow this year and still looking for vendors. I have shared a booth but also it cost me about 10k to get all the artwork together. A lot of money spent was my mistake but you live and learn. Surtex doesn't encourage sharing so my name could not go on the booth or directory, but if a group wanted to pull together it can still be done. I just got an email this morning.
Like · Reply · 2 · 12 hrs · Edited



Kathleen Ruhl Jacqueline, I get very overwhelmed, even though I'm great at coming up with ideas. If wishes were horses...but dream big. I love everyone here who supports each other to make those dreams happen. I'd love to come to Europe someday for an event, a client. I've never been there.
Like · Reply · 3 · 12 hrs



Cherish Flieder You are right, this needs some organizing. What I need to someone to lead the charge, so if anyone is interested...
Like · Reply · 6 hrs · Edited



Neelam Kaur No chance for me at all, Lol! All away from India...I am planning next month Heimtextil not sure if that can help in some way to get me career start... smile emoticon
Like · Reply · 1 · 12 hrs



Madeline Faiella Cherish, let me give this some thought. I'm loaded at this moment, but if things start moving as I expect, I may be able to help with this. No promise yet but promising..
Like · Reply · 3 · 12 hrs



Madeline Faiella Neelam Kaur I think anything you do is an education and will only work as a positive. You have already taken a great step and you are here. You are making great choices. Good luck with that and let us know the outcome. Rooting for you girl.
Like · Reply · 1 · 12 hrs



Kimberly McSparran **Neelam Kaur** Heimtex will be very helpful even if you don't get work, you will see all the trends. Don't be afraid to walk into the booth and ask who you could talk to about licensing your art. I've found it easier in Europe than NYC to find someone to talk to. In this business you can't be shy and have to be committed to keep learning and trying. Persistence is the key. I also have an American friend now living in India and still working in this business. I'll be glad to put you in touch with him.

Like · Reply · 1 · 12 hrs



Lisa Peruchini Brady **Cherish Flieder** I'm firmly rooted in making ALSC my Surtex, and CHA , and Expos. I'm done with laying out all that money over and over again.

Like · Reply · 1 · 6 hrs



Cherish Flieder I will be at Surtex this year to check things out. We will see what the possibilities are. I think there is a lot more we can do with the Internet angle that we realize. I'm always open for feedback.

Like · Reply · 1 · 6 hrs



Julene Ewert I wonder if ALSC could offer a portfolio review for newbies?

Unlike · Reply · 6 · 13 hrs



Sharon Landon Julene, depending on where you are, there are local licensing groups that do that. I attended one in Berkeley that Joan is part of. It was very valuable to have experienced people review my work and to hear they thought I was ready!

Like · Reply · 1 · 12 hrs



Kathleen Ruhl Julene, I would love a weekly portfolio review or even monthly.

Like · Reply · 2 · 12 hrs



Julene Ewert **Sharon Landon** I'm in the great wild of Idaho. rural.

Like · Reply · 2 · 12 hrs



Cherish Flieder New members that join are welcome to join the groups and share their work for feedback, the Creative Connection and Art for Kids group does this all the time.

Unlike · Reply · 6 · 12 hrs



Madeline Faiella I have shared a few things in the Greeting Card Group and had some questions answered with great information from Susan January. You can do that in some of the groups and it's wonderful.

Unlike · Reply · 4 · 12 hrs



Neelam Kaur **Madeline Faiella** Absolutely, I think Susan is really active and has helped me a lot to understand about the Greeting Card Market

Like · Reply · 3 · 12 hrs



Madeline Faiella **Neelam Kaur** Yes. Susan is also one of the real people in the industry who truly puts the artist first.

Like · Reply · 1 · 12 hrs



Kimberly McSparran **Madeline Faiella** I agree!

Like · Reply · 2 · 12 hrs



Lisa Peruchini Brady **Julene Ewert** I'm in a rural part of Virginia

[Like](#) · [Reply](#) · 2 · 7 hrs



Cherish Flieder Yes, anyone who is serious about greeting cards would be silly not to post art for review and questions in the Greeting Card Group on ALSC. Susan January checks in every week and is eager to help you out. (She is the VP for Leanin' Tree, one of the largest greeting card companies in the US after Hallmark and American Greetings. They license a lot of artists!)

[Like](#) · [Reply](#) · 2 · 6 hrs



Neelam Kaur [Cherish Flieder](#), these might be some specific questions by our group members...Can you do collections within collections? For example, I have a collection of designs based on Italy (example), however, I have converted the colors on several of those pieces and created another collection that is Mexican style. Should those be under one collection? Is there a way to distinguish these parts? Asking because I renewed at the lowest level, but want to be able to get the biggest bang for my buck.

If you upgrade your level mid-year, does that continue you for a full "new" year at that level, or does your original year stay in place?

Is it appropriate to title a collection Fine Art or Wall Art and put all of your paintings in there, especially if they are items you think would look good on tote bags, etc? May be we can answer later...

[Like](#) · [Reply](#) · 3 · 12 hrs



Wendi Moore I have a collection of wall art images - landscapes and still life. I don't know if anyone on ALSC's website is looking for that, but the only licensing deal I ever got was for a landscape painting I did. It was in a vertical format and was licensed for a journal cover. There's also the poster and print market, so I figure there's a market for it.

[Like](#) · [Reply](#) · 3 · 12 hrs



Madeline Faiella [Neelam](#) it doesn't seem that there is a limit on what you can or can't do with your art. I would split the collections. However, if there is an icon that defines that collection, another manufacturer may not want it used. It's a fine line and it would depend upon the work. It's also a matter of how you contract with that company.

[Like](#) · [Reply](#) · 2 · 12 hrs



Sharon Landon [Madeline Faiella](#) that was my question. Makes sense. I have a mermaid in 2 different color ways, however, the accompanying patterns are somewhat different or are not included in the other. Makes sense to separate, which I did, but I understand the fine line. Will have to think about it.

[Like](#) · [Reply](#) · 12 hrs



Cherish Flieder I would make sure the collections are unified by theme or usage or color... something that make them a set. smile emoticon

[Like](#) · [Reply](#) · 3 · 12 hrs



Cherish Flieder Per the upgrade question, contact support and we will make sure you get the term you pay for. If you upgrade mid-year you can either pay the difference for the rest of your year or pay for a whole new year on the upgraded plan and we will credit you the time you have already paid for towards future months.

[Like](#) · [Reply](#) · 12 hrs



Cherish Flieder Per the Wall Art / Fine Art question. I would only do this if they pieces would look great together on a gallery wall. The theme is wall art so that unifies them.

[Like](#) · [Reply](#) · 12 hrs



Cherish Flieder The collections allow for 32 pieces so you have the opportunity to share your work as well as mock-ups. Some people use one collection to show off their brand as a whole and share this will all art directors. A great intro marketing idea.

Like · Reply · 1 · 12 hrs



Cherish Flieder **Wendi Moore**, actually based on the companies using the site I would say quite a few would be interested in wall art. I know some artists who have licensed wall art through the site and lots of other products too. Too many to count. smile emoticon

Like · Reply · 12 hrs



Ann Troe Thanks **Cherish Flieder** & **Neelam Kaur**! I have to run. Everyone be sure to connect with me on ALSC heart emoticon

Unlike · Reply · 5 · 13 hrs



Cherish Flieder Thanks Annie!

Like · Reply · 1 · 13 hrs



Madelaine Faiella Bye Annie

Like · Reply · 1 · 12 hrs



Joan Beiriger **Neelam**, **Cherish** - is there a way to save this thread so that ALSC members can download it for future reference?

Like · Reply · 5 · 12 hrs



Neelam Kaur **Joan Beiriger**, I will try to collate this and create a PDF if you want (But I need sometime may be by Monday, I can share with all)

Like · Reply · 4 · 12 hrs



Neelam Kaur Let me know guys...and I will do that...

Like · Reply · 1 · 12 hrs



Joan Beiriger That would be great. I know it is helpful being able to download Annie's 2nd Thursday Chat group thread!

Unlike · Reply · 2 · 12 hrs



Kimberly McSparran **Neelam Kaur** That would be great!

Unlike · Reply · 2 · 12 hrs



Kathleen Ruhl Thank you **Neelam** heart emoticon

Unlike · Reply · 2 · 12 hrs



Madelaine Faiella I know that it can be copied and then pasted into word. I have done that before.

Unlike · Reply · 1 · 12 hrs



Jacqueline Kok Thank you **Neelam**!

Unlike · Reply · 2 · 12 hrs



Cherish Flieder Thanks **Neelam**. We will post the PDF here and in the All Members group on ArtLicensingShow.com so you can easily find it.



Art Licensing Show

LIVE QnA Session with Cherish FliederThe Art of Licensing Facebook Group is hosting...

ARTLICENSINGSHOW.COM

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Susan Brand Great hour. Thanks!

Like · Reply · 2 · 12 hrs



Neelam Kaur This is the last question from the ones I received, and I am sure we all want to understand about how this works...So **Cherish**, What are the criteria for designers to be selected to appear in things like the coloring book or for being featured on the blog?

Like · Reply · 4 · 12 hrs



Cherish Flieder It depends on the project. Some are juried and some are first come first serve. Being aware, logging in regularly and participating in the groups and opening the emails are key.

Unlike · Reply · 4 · 12 hrs



Cherish Flieder We are looking for ways to promote more artists, if anyone has ideas we are all ears. We chat about this on the 2nd Thursdays group often, so jump into the conversation.

Unlike · Reply · 4 · 12 hrs



Sharon Landon No room for shy people. lol

Like · Reply · 3 · 12 hrs



Cherish Flieder The more you put into something the more you get out. smile emoticon

Unlike · Reply · 7 · 12 hrs



Cherish Flieder And you can do it from the comfort of you own computer...

Unlike · Reply · 5 · 12 hrs



Joan Beiriger **Cherish Flieder** The 2nd Thursday Chat group is wonderful and we have come up with some great brainstorming for promoting ALSC including the coloring book that was published last December. Cherish and hubby spent many hours putting it all together!

Like · Reply · 3 · 12 hrs



Cherish Flieder Thanks **Joan**. Yes, we do some great brainstorming on that 2nd Thursdays group and cover so many business topics. Whatever members want to talk about. Also, here is a link where people can still download the Holiday Coloring book or even order a printed version. <https://artlicensingshow.com/holiday-coloring-book/>



Free Holiday Coloring Book Download! | Art Licensing Show

ARTLICENSINGSHOW.COM

Like · Reply · Remove Preview · 6 hrs

Kathleen Ruhl Thank you, thank you, thank you...this has been very uplifting!

Like · Reply · 6 · 12 hrs



Cherish Flieder Thank you all for being here! It's an honor to know all you hard working creatives. We are in the same boat.. A rising tide lifts all boats

Like · Reply · 7 · 12 hrs



Jacqueline Kok Yes, thank you so much **Cherish**, **Neelam** and everyone. This has been very helpful!

Like · Reply · 3 · 12 hrs



Cherish Flieder Great to have you!

Like · Reply · 1 · 12 hrs



Sharon Landon Yes, thank you ALL so very much!

Like · Reply · 3 · 12 hrs



Cherish Flieder Thank you for being here!

Like · Reply · 12 hrs



Julene Ewert Thank you all! I love the support, like a big hug.

Like · Reply · 3 · 12 hrs



Cherish Flieder We are here for each other. That's what I LOVE about this community. smile emoticon

Unlike · Reply · 2 · 12 hrs



Madeline Faiella Thanks everyone. Neelam and Cherish...hugs and you are awesome for doing this. To everyone else. If there is anyway I can help support you within my time limits, please do not hesitate to ask.

Unlike · Reply · 5 · 12 hrs



Cherish Flieder Thanks **Madeline!** You are so generous. heart emoticon

Unlike · Reply · 2 · 12 hrs



Madeline Faiella **Cherish Flieder** I am grateful for this community and you.

Like · Reply · 1 · 12 hrs



Kimberly McSparran Thanks to all, it is a great community!

Like · Reply · 2 · 12 hrs



Pam Vale Branch I'm a little late but awesome information! heart emoticon Greatful for you all.

Unlike · Reply · 3 · 12 hrs



Cherish Flieder Thanks for being here. We shared some good marketing tips. Enjoy! heart emoticon

Like · Reply · 1 · 12 hrs

ADDITIONAL QUESTIONS AS POSTED ON THE EVENT PAGE:



Valerie Hart

26 April at 23:11 · How do we get notified when a new Art Director or Manufacturer joins the site so we can connect with them?



Cherish Flieder How would you like to be notified? If you were an art director would you want hundreds of artists to be notified when you first sign up? I'm not sure... Right now the best way to know is to A) invite them (you will be personally notified by email when someone you invited has completed their registration. B) Login on a regular basis and see who has been recently active in the art director membership or see who is new in the "SHARE" portfolios sections. Open to discussion on this...

Unlike · Reply · 2 · 27 April at 00:11 · Edited



Mitzie Testani

25 April at 00:18 · I sent Neelam some questions for you Cherish but now I also have an additional one since I've started my ALS portfolio. How important are the key words at grouping my collections? Do they affect the searches that art directors make when searching for work? Also, I don't see myself come up in the listings yet. Does that take time? Also, is there a help section for general troubleshooting? Thanks!



Cherish Flieder Hi Mitzie, I thought I'd answer a couple of these early. The keywords are very helpful to the art directors who are searching since they and A) search inside only your portfolio B) have the option of seeing everything share with them all at once in a Pinterest type feeds where they can search by words or drop down menus. As an artist, unfortunately, you don't get to see these features, but you are coming up in the listings if you are using the keywords. The listings are chronological (newest at the top) and are not weighted by any algorithm.

Unlike · Reply · 2 · 26 April at 23:48

MESSAGE FROM CHERISH:

Cherish Flieder

13 hrs · Golden, CO, United States ·

Thanks for being here everyone! Great discussions. Hope you learned something new. I will try to answer a few more questions and if you need to reach me you can email me at redcarpet@artlicensingshow.com. Also, if you are new, you can sign up for a free listing for your business on ArtLicensingShow.com, get started with this here... *smile emoticon*

<http://redcarpet.artlicensingshow.com/event-registration-step-1/>

Thank You!