

ART AND WEB3 101



1ST EDITION: BETTER READY THAN PERFECT.



FROM BUILDING A
COMMUNITY UNTIL
SELLING YOUR ART.

@ArtvisionNFT

Outline

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Introduction

Hello, readers!

Welcome to this special book, a guide to help you navigate the exciting worlds of art, sales, Web3, and NFTs. First of all, I would like to introduce myself. My name is Anna, ArtvisionNFT on Twitter, and I'm an artist from Ukraine. I joined the web3 space and Twitter on 28 August 2021 creating 3D pysanky on Blender, which are traditional Ukrainian Easter eggs. Yet in 2021 I started to learn more about AI tools and since then my focus was to explore this new technology for art creation, having explored tools like VQGAN, Disco Diffusion and later also Midjourney, Dalle, and StableDiffusion. More recently, in the beginning of 2023, I have started to explore generative art and I finally launched my first collection with generative arts on 24 July 2023, being sold out in a couple of hours. In total, I have launched NFT collections on different chains, such as Ethereum, Polygon, Tezos, Solana, Ravencoin, Avalanche, Arbitrum. Considering all my collections together, I reached over 1 thousand collectors across the globe and had my art exhibited at different events around the world, from the USA to China. On Twitter, my journey started with zero followers on 28 August 2021, and within a year, it soared to over 100,000 followers. By the end of 2022, we were already at 140,000 followers. Since then, Twitter has been my main platform to showcase my arts and connect to the web3.

Back to the book, think of it like a treasure map with twelve spots to explore. Now, what makes this book extra special is the fact the book is built based on a compilation of articles from my weekly newsletter (<https://artvisionnft.substack.com/>) – a little treasure trove of ideas that I've gathered over time. In this book, I'm going to talk about building your Twitter account, showcasing your art, finding your place in the web3 space, and so much more.

You'll discover tips on saving time on Twitter, understanding why art collectors buy art, and even how to spot the real ones. We'll help you price and sell your art, share it with the right people, and how to keep yourself and your art safe in the Web3 universe. Finally, I'm going to talk about staying relevant in the ever-changing art space.

Before you start reading more of this book, I want to be super clear – you won't find any magic tricks for getting super successful or selling your art for loads of money in just one day. And making 100 eth with your art? Nope, not happening here. Honestly, I don't know anything special about how to do that. What I do have in this book are honest talks, helpful tips, and friendly advice about art, sales, Web3, and NFTs, based on what I've learned in almost 3 years in web3. Moreover, this isn't a rulebook; it's more like a friendly guide. I hope you enjoy this journey as much as I enjoyed putting it together. Let's turn the pages and see what we find!

1. Building your X (Twitter) account

Everything starts with building your community. In this chapter I highlight some helpful hints that you should not overlook. These little hints helped me grow an audience of over 100K people in less than a year, and you can use them RIGHT NOW to build yours!

Disclaimer:

By audience, I mean here a quality audience. Quality means more than quantity. This is always the best choice for the long run. In my case, my audience comprises crypto enthusiasts, educators, collectors, and artists. The title of this chapter says X, but it works for all kinds of social media.

Your Twitter profile

Everything matters in your Twitter profile: Profile picture (PFP), Name, Handle, and Twitter bio. Twitter uses the information in your bio, handle, name to help people to discover your account. The good news is that you have some control over it. Let's see how you can make your account more visible and appealing.

The Handle

Your Twitter handle should reflect who you are, your artistic style, or your brand. A great handle is:

- Simple, short, and easy to memorize. Make it easier for people to find and recognize you if they wanna search for you.
- Without a lot of numbers. If your handle has a lot of numbers at the end, it will mostly look like a bot.
- Unique (not simply adding _ or replacing a letter with a number). Be creative and create a unique handle for yourself.

The Name

Your Twitter name shall be related to you, your art, your brand. A great name is:

- Similar to the handle. The best is if it is the same one.

- Without a lot of numbers and complicated characters. Replacing letters by numbers will not make it easy for people to find you, as well as using complicated special characters.
- Original (avoid choosing names that already exist).

The PFP (Profile Picture)

People are firstly recognized by the PFP they use.

- Your Twitter PFP shall be related to you / your art.
- Choose a pfp that you would agree to use for a long time (several months or even many years).
- Think of a pfp like the logo of a brand.

Don't change Handle, PFP, Name often

You are recognized by your pfp, name, or handle. When you change your pfp, name or handle you make your audience confused and lower your own engagement. Unless you are fine about going through a lower engagement time until people get comfortable with your new pfp, don't change it.

You can actually become 'completely anon' if you decide to change pfp, name and handle, and that will affect your engagement. Lower engagement means you will build your audience and visibility much slower.

That also means you will, probably, take longer to reach your goals. Imagine if suddenly Apple decides to change its logo and name to 'Orange'.

I've been using the same name and handle ever since.

The Bio

Your Twitter bio shall describe you, your art style, or your brand. A great bio contains:

- Link to your page/arts. Make it easy for collectors to find your art.
- Keywords related to you (eg, artist, collector, photographer).
- Keywords related to what you do (NFT, art, photography).

- How to contact you if you have another way in preference for people to reach you.

People type keywords in the Twitter search and the contents in your bio will help to get your profile seen there. Also Twitter will suggest your profile to be followed when people visit other profiles with similar content than yours.

The Banner

The banner is the first thing people will see when they just open your Twitter profile. A great banner is:

- Related to you, your art, your brand.
- Cropped well to fit as a Twitter banner (check size).
- Keep it in good quality.

Give value first

People follow/engage if you are valuable to them. Some easy ways to deliver value:

- Like, retweet, reply to others consistently.
- Tweet knowledge (share something you learn, experiment).
- Introduce people to others (mention someone under someone else's tweet).

I particularly like to write Tweets and some threads where I share my experiences, discoveries, and knowledge.



In addition, from time to time I organize a Buy art party, where I invite known art collectors to purchase art from artists together.



Burst your bubble

Engaging with people from outside your circle is the best way to build your community. Great people to engage are:

- Interested in similar things as you.
- Similar amount of followers and engagement.

Make an experiment. Start replying to 5-10 different people/day. Starting today!

Gather attention of someone

The timing is key and also your ally when you want to get the attention of someone.

- Lower activity times are easier to get noticed.
- The activity is usually lower at 23 UTC and on weekends.
- Engage right after a tweet be live by the person.
- Create Twitter lists to make sure you keep engaging with people who matter to you instead of depending on Twitter algo.

Quality replying to someone

People tend to engage with more meaningful replies.

- Think about what you're gonna reply before you start writing it. Don't rush!
- Write more than a two-word reply. A simple gm, gn, congrats, 100, okey will not call attention. Be different.
- It is easier to reply with good content tweets that demand some discussion. So, you can prioritize other kinds of tweets to engage instead of GMs, GNs.

Follow first

Would you like someone to follow you? Follow them first!

- People tend to follow others back.
- Leave a reply to some tweet right after you follow somebody.
- Don't follow for follow. 

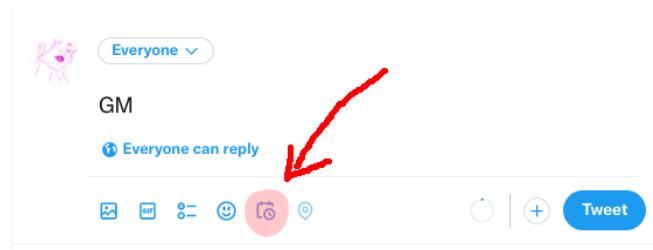
Currently, I'm following several people who do not yet follow me back, however they provide good content for me.

Your GM (Good Morning) tweet

Don't miss a GM!

- Your GM can reach people from outside your circle and more people may follow you!
- Reply to as many people as you can in your GM tweet!
- GM under other GM's tweet!

An extra tip is to schedule your GM tweet! This will help you to have some replies when you wake up. GM back to as many people as you can. The Twitter algo will give it more exposure! The image below shows you how to schedule your tweets.



Tweet Consistently

Tweeting consistently will make you get seen by people and some of the people who see your tweets will end up following you if they find you useful for them.

- Tweet at least 5 times a day, but don't 'over-tweet'.
- Schedule your tweets, so you do not need to think about what to write at the moment. Remember to also schedule at least one tweet for the time you are sleeping. Twitter works 24/7.
- Schedule tweets also for when you are already sleeping.
- Tweet always about something that can be useful for someone. Quality of your tweets is better than the quantity of tweets. A lot of useless tweets will cause the contrary effect. People will end up unfollowing you.

The DON'Ts about building your X account

One of the most challenging aspects in the web3 space is to build your community, but in the rush of building it you may use the wrong means because they could bring a false sensation that you are building your community fast.

Some of the DON'Ts are:

- Follow for follow
- Retweet + Tag lots of friends
- Giveaways
- Begging for follow
- Bots

Follow for follow

Imposing a condition that you follow someone just if they follow you will fill your followers list with a lot of people not interested in what you do. They will be just interested in increasing their number of followers. These people will not engage with you. In addition, you will end up following people that you are not interested in at the moment too. Finally, the ratio of following / followers matter for the Twitter algo. Follow for follow will just harm the ratio of everyone doing it.

- Follow people just if you really appreciate what they do.
- People who appreciate what you do will also follow you.

Retweet + Tag lots of friends

Twitter forbids 'tag trains' and it actually harms the exposure of everyone involved in it. Instead of building a community you will be actually killing your visibility and from others. You can yet do it occasionally, but avoid doing it every single day.

I have extracted the following text from the Twitter rules and policies.

Engagement and metrics

You can't artificially inflate your own or others' followers or engagement. This includes:

- selling/purchasing Tweet or account metric inflation – selling or purchasing followers or engagements (Retweets, Likes, mentions, Twitter Poll votes);
- apps – using or promoting third-party services or apps that claim to add followers or add engagements to Tweets;
- reciprocal inflation – trading or coordinating to exchange follows or Tweet engagements (including but not limited to participation in “follow trains,” “decks,” and “Retweet for Retweet” behavior); and
- account transfers or sales – selling, purchasing, trading, or offering the sale, purchase, or trade of Twitter accounts, usernames, or temporary access to Twitter accounts.

Giveaways

People who follow you because of giveaways are only interested in getting something for free. You will build a community,

but a community of free loaders. That's what you want? If you want that, better to have a strategy to monetize it in a second step.

Begging for follow

If people don't follow you, don't pressure them to follow you. Whenever a person is interested in what you do and share, they will end up following you sooner or later. Pressure someone to follow you will just cause a block or even if you succeed in making the person to follow you he / she will be a follower that will not engage much with you.

Buy bots

This is pretty obvious and there is absolutely no reason to buy bots except to fill your ego because of numbers. Bots are not part of your community and they play no role in your success in the web3 space, for example. If you have money to spend with bots, then you have money to support the art community, buying arts for example. Your support to the community will definitely bring you followers too (and by far better ones).

2. Improve your visibility when you showcase your art on Twitter

One of the most challenging things when showcasing your art under 'shill' threads is to get it seen by the creator of the thread (and also expand it to your followers and non-followers). This problem is bigger when the shill thread gets a lot of replies or when you have a small Twitter account.

Don't reply with link

The goal of whatever social network platform is to keep their users using the platform for the maximum amount of time. When you share an external link, you are clearly expecting the viewer to follow the link to outside the platform. Twitter and other social networks highly deboost the visibility of tweets and replies that contain links.

That said, replying with a link will make your reply lower in the rank of replies. If the creator of the thread gets a lot of replies and does not follow you, then the chances he / she will see your reply is minimal.

How to overcome it then? One of the tricks is to reply to yourself with the link! When you reply to a thread, then go there and reply to your own reply, informing the link of your art.

Replying to yourself with the link for your art is more algorithm friendly, regardless of future changes. The real harm happens when your reply contains the link.

Some benefits of this strategy:

- Your reply tends to appear before others who use links
- You reinforce the engagement in your reply

But, there are some don'ts:

- Never ever reply to yourself or anyone just with the link alone.
- Instead, include a bit of text and then the link.

Template suggestion for the reply tweet to yourself:

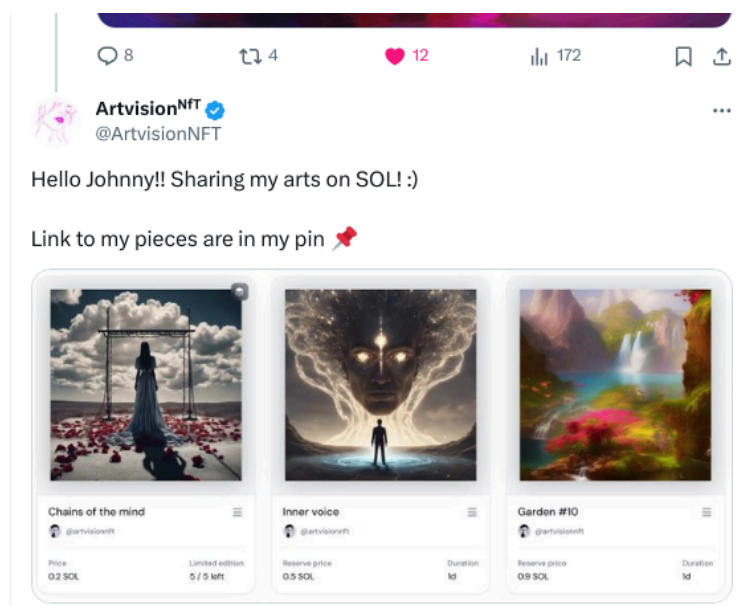
- Title of the piece of art
- Link
- Editions and price

The two next pictures show you an example where I share one of my arts on Foundation under an artshare thread created by Cozomo. My reply doesn't contain the link, but the link is under my own reply.





There are yet other ways to avoid sharing the link, but yet having the chance to get your art collected by a collector without making the collector walk in a maze to find your art. Pin the link for the art in your profile and write in your reply for the reader to check your pinned tweet. The image below shows an example.



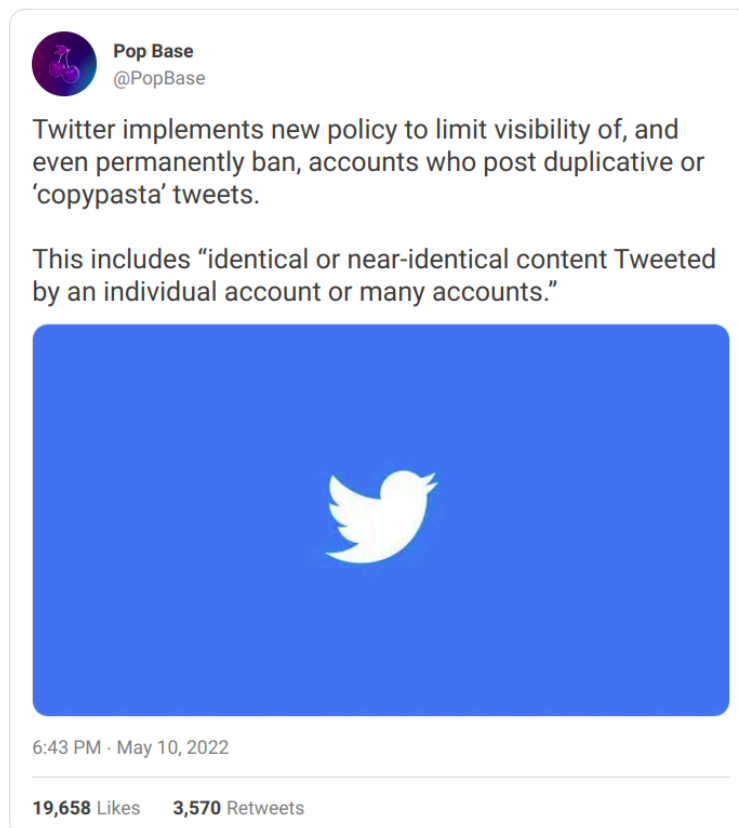
Boost the amount of eyes to your reply

Part of your followers will already see your reply when you do it, but you can get even more eyes to it. The good news you can reach more eyes doing these simple things:

- Retweet the artshare.
- Like and retweet your reply to an artshare thread. This is an obvious thing to do, but most people underestimate its power.
- Engage with people who engage with your reply. Whenever someone replies to your reply, go there and like & reply them back. The more engagement you get in your reply, the higher is the visibility of it.

Less copy & pasta

Twitter makes duplicated contents less visible.



Create 'original' tweets, including your replies to artshares:

- Make the pictures you share slightly different (crop, take screenshot).

- Rephrase texts, that means, write the same thing with other words. As a non-fluent English speaker, I like to use this website to help me with rephrasing my tweets: <https://quillbot.com/>
- Avoid repeating the same link multiple times in the same day (you can pin the link if you prefer).

Reply to artshare threads 'early'

Your tweet has higher exposure if you reply to threads early. Here some tips to reply early to artshare threads:

- Enable notifications on people who create nice artshare threads. Enabling notifications will help you to be among the first ones to reply to the thread. Good artshare thread creators do some of the following:
 - Share arts (they at least like/comment/retweet with some replies)
 - Buy arts (they actually collect arts)
- Engage with artshare threads creators often. Twitter shows contents from whom you engage the most. Engaging with a good artshare thread creator helps you to see the artshare when it is gonna live. It also helps to get your replies seen by the creator of the thread too.
- Use tweet templates! A template is where most of the speed to reply to someone comes from.
 - Have notes with templates of replies for each of your arts.
 - Update the template according to the rules of the artshare.
 - Remember to make each tweet 'original'.

Write something catchy in your reply

If the thread creator replies to you, you will get a lot more exposure. To help on that, follow these easy tips:

- Include a question.
- Make the reply more personal (call by name).
- Be grateful for the opportunity.

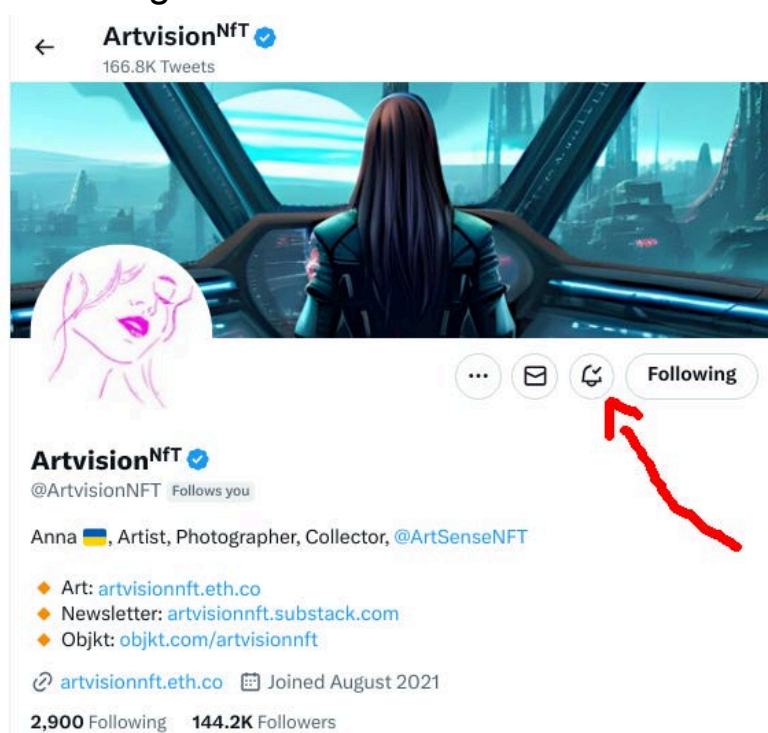
3. Save time on Twitter

Quick question for you: do you really know how to use Twitter? Do you feel yourself scrolling there too much or seeing things that you wouldn't like to see in your timeline? There are lots of Twitter features that can help you to curate the contents you see and with them you can keep your timeline as clean as you can imagine.

I'll walk through the most powerful of these features below. Some are well-known (the first ones I'm gonna show), others may be new for some of you. I combine all of them to have the best experience when using Twitter.

Turn on notifications

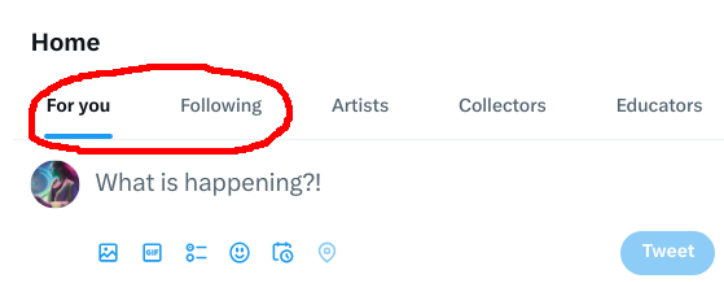
The notifications help you to get immediately updated on what your favorite accounts are sharing. Select a group of ~100-200 accounts to start turning on their notifications.



Learn the difference of For you and Following tab in your home page

The For you tab: This is where you can find people who you don't follow or they don't follow you. Use this tab to discover new people and make new connections. This tab is where you grow your network.

The Following tab: This is where you can see only contents shared by the accounts you follow. There you see their tweets, likes and retweets. Use this to reinforce your connection with people you already know and follow.



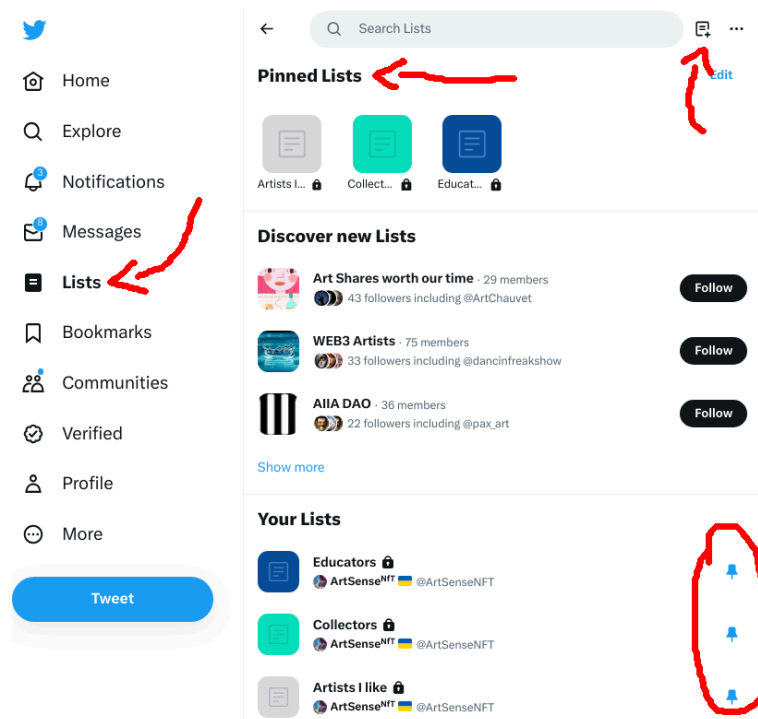
Create lists

Lists are one of the most powerful features on Twitter for you to filter the contents you wanna see!

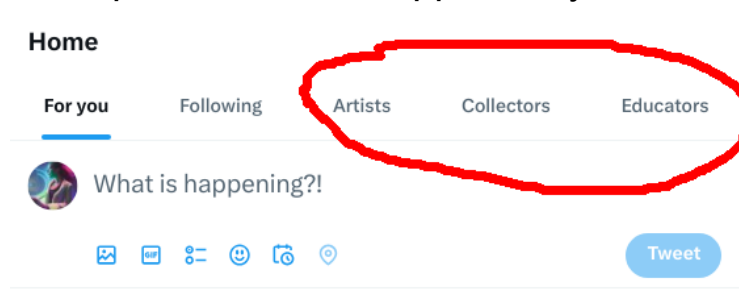
Create your own lists and/or follow some public well curated lists. Create lists for your favorite artists, collectors, educators, or other categories, such as collectors and artists per blockchain (eth, tez). Pin a couple of these lists, so that they will appear next to For you and Following tabs.

Learn to curate your own lists. Define clearly the criteria to make someone be included or not in each of your lists.

Attention: creating several small lists is better than a unique huge list.



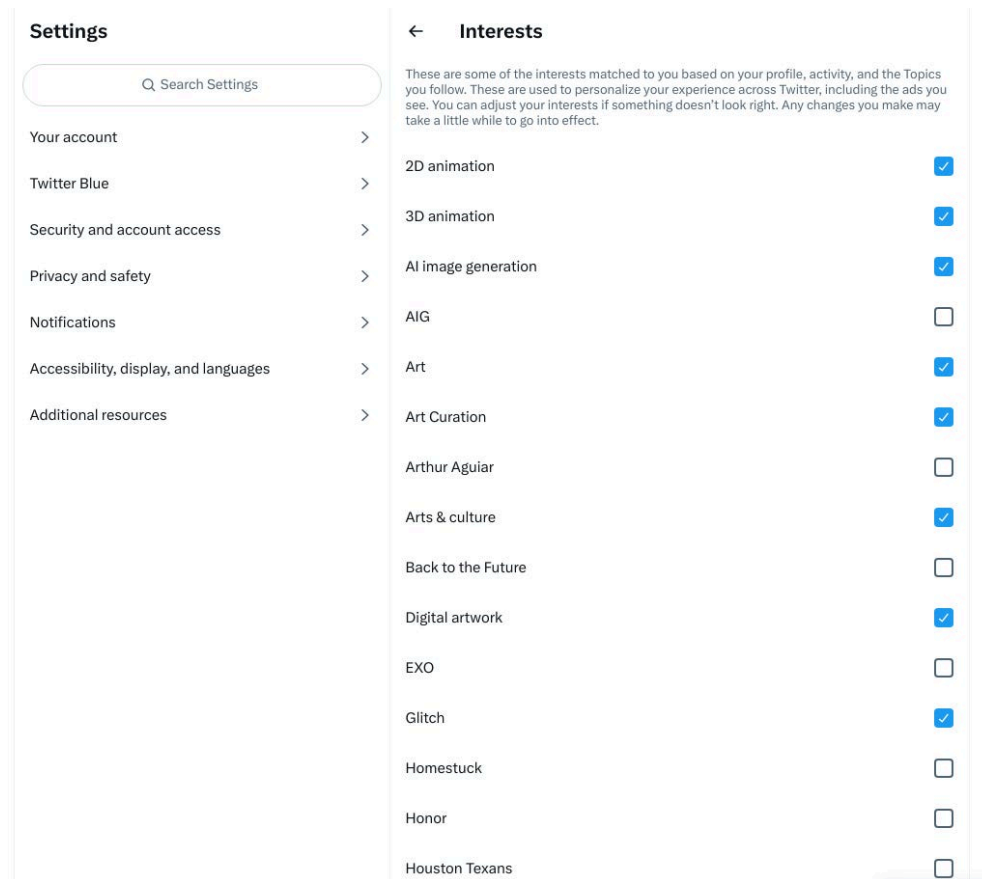
This is how the pinned lists will appear in your timeline!



Review your interests

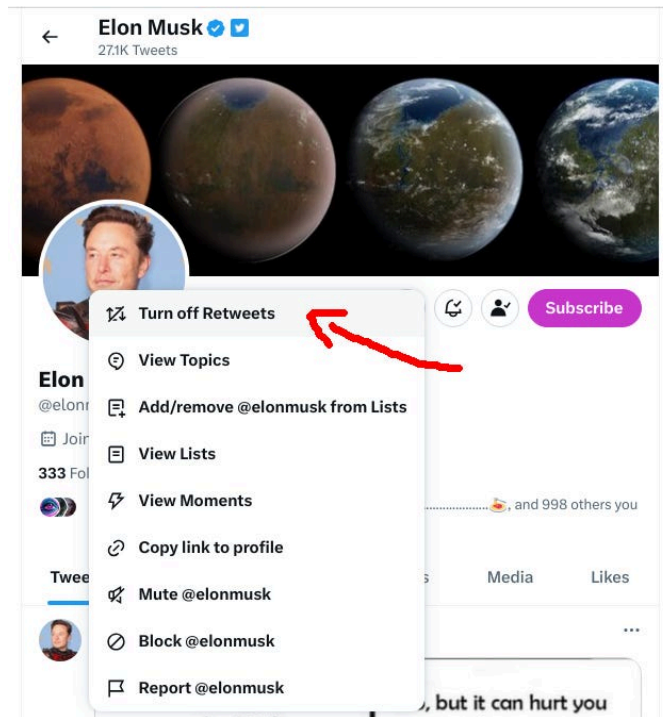
Go to your “Settings > Contents you see > Interests” and uncheck everything you don't want to see. All the tweets you see, people you are recommended to follow, ads are based on these interests.

Attention: Revisit the interests list every week! This list is updated daily by the Twitter algorithm.



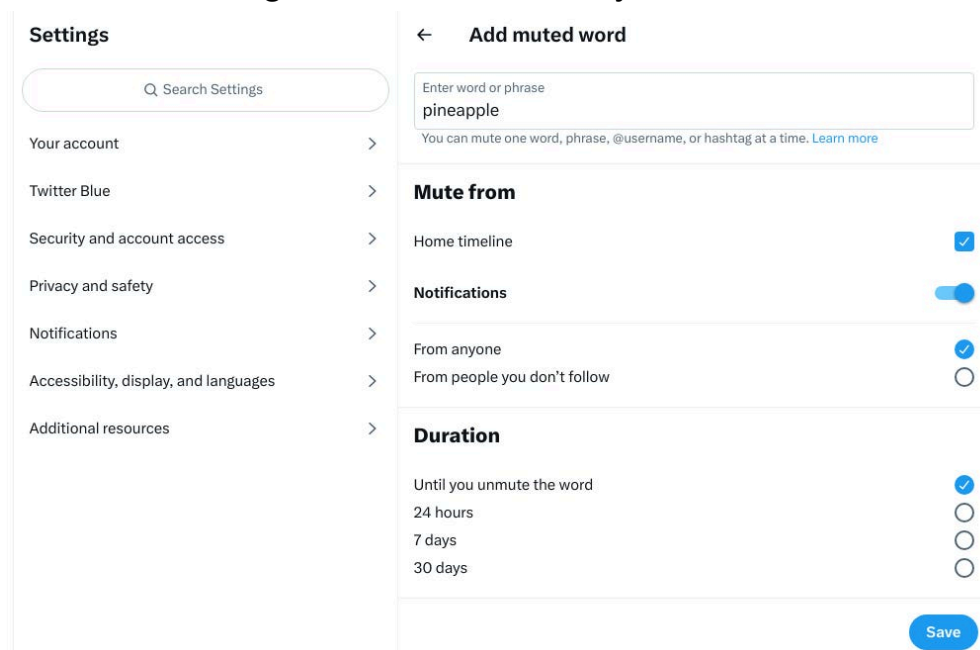
Turn off retweets

Turn off retweets if you don't wanna see retweets by some accounts. You can do it by clicking on the three dots next to the message button and the first option you will see 'Turn off retweets'



Mute words and hashtags

Go to your “Settings > Privacy and safety > Mute and block > Mute words” and add the word/hashtag/username you want to mute. Check in the image below how to fully mute it.



Block and/or mute accounts

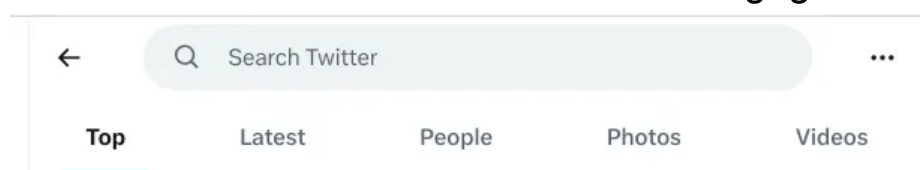
If you entirely don't want to see the contents someone is sharing you can use the block or the mute option. Learn now the difference of the two options:

- The block will remove the person from your followers list and also prevent the person seeing your content.
- The mute will not remove the person from your followers list and will yet allow the person to see your contents.

Understanding the advanced Twitter search engine

The power of the search engine is a lot underrated. When you do a search on Twitter you can include some parameters to better filter the contents you wanna see. You can for example:

- find a tweet you tweeted years ago;
- find a new drop announcement from your favorite artist or from others;
- find some artshare threads to showcase your arts;
- find tweets by someone, excluding their replies, retweets, and links;
- find replies from someone to someone;
- find tweets that have a certain amount of engagement.



Here I share some search strings I like to use! You can change them to adapt them for your needs.

```
(from:artvisionnft) -filter:replies
```

View all tweets by someone, without their retweets or replies. If someone retweets or replies too much, then that's an easy way to find their tweets. You can also find your own tweets!

```
(#tezostuesday) -filter:links -filter:replies
```

View all tweets with the hashtag #tezostuesday that does not contain links and it is not a reply. This is useful to find some artshare threads on Tuesdays due to the #tezostuesday events!

```
(#tezos) min_replies:30 -filter:links  
-filter:replies
```

View all tweets with the hashtag #tezos that do not contain a link, nor it is a reply, but it has 30 replies or more. That's also useful to find artshare threads related to #tezos, or even an art that is gaining a lot of attention.

```
(drop OR shill OR show) min_replies:30  
-filter:links -filter:replies
```

View all tweets that contain the word drop or the word shill or the word show. Such tweets also can't have links, can't be a reply and need to have 30 replies or more. As you can guess, these are the tweets that are likely to be an artshare!

```
(drop OR shill OR show) buying min_replies:30  
-filter:links -filter:replies
```

You can also combine the search string from the previous example with the word buying! So, now it means the tweets that appear in the results of the search will need to contain one of the words (drop, shill, show) AND also will need to contain the word buying.

```
("new drop") -filter:replies
```

View all tweets that contain the words new drop together. The tweet shall not be a reply. This tweet is useful for you who are looking forward to finding a just minted piece of art that was shared on Twitter.

```
("new drop") $eth -filter:replies
```

You can combine the string above with a currency tag, such as \$eth, so that it removes a lot of wrong tweets that appear in the

search. This will only show the tweets that contain the words new drop together and that has also the tag \$eth.

```
until:2022-10-06   since:2022-10-04   -filter:links  
-filter:replies from:@artvisionnft
```

Here we search for all tweets (no retweets, no replies, with no link) from a specific account (my own account) that were launched between 4 October 2022 and 6 October 2022. This is a truly useful search string to find old tweets. We can combine with all other above parameters to create even more complex searches!

```
from:artvisionnft   min_replies:40   min_faves:100  
min_retweets:50
```

You can use the amount of engagement as a parameter to show tweets in your search. In this example, I searched for tweets by myself in which I got a minimum of 40 replies, 100 likes and 50 retweets.

```
from:elonmusk to:beeples
```

You can also find a reply from someone to someone else's tweet. In this example, we search for all tweets that Elon Musk replied to Bleep.

Learning how to search on Twitter is essential if you wanna find certain contents. Experiment with the searches I suggested above. Modify and combine them. Be creative! At the end of the day, searching something on Twitter is an art by itself.

4. Why art collectors buy art

Art collecting is a captivating journey, a voyage into a world of creativity and self-expression. But have you ever wondered why art collectors buy certain pieces and not others? What drives their decisions and preferences? In this chapter, I dive into some motivations behind art collectors' choices, breaking it down into some key factors.

Price – The entry point

For many art collectors, the journey begins with the price tag. They often start exploring the art world by seeking out the most affordable pieces. It's a natural starting point, especially for those new to collecting. Affordable art allows budding collectors to enter the fascinating realm of art ownership without breaking the bank. Not always the cheap means the best, but that's what will make them come back later for more arts!

Quality – The quest for excellence

As collectors gain experience, they quickly realize that quality trumps affordability. Better quality art often translates into better long-term benefits. A well-crafted, thought-provoking piece can become a cherished gem in a collection, not just aesthetically but also financially.

Art collectors understand that investing in high-quality pieces can be a wiser decision than buying art just because it could be cheap. These artworks tend to hold or increase in value over time, making them attractive not only for their beauty but also for their potential as assets.

Convenience – The need for now

In today's fast-paced world, convenience matters. Some art collectors seek something immediate, a piece they can connect with

and own right away. They don't want to wait; they want to experience the joy of art in the present moment.

This desire for convenience has led to the rise of digital art and also NFTs, allowing collectors to own and enjoy art instantly, from anywhere in the world. Personally speaking, I have lost count of how many art I have sold just because a collector liked an art that I was showing, but wasn't minted yet. I minted them right after the collector expressed interest in purchasing it. Likewise, I have also missed some sales when I took a longer time to mint the piece of the art the collector liked at first sight.

You and your team – Building trust

In the art world, trust is everything. Art collectors often buy not only because they love the art but also because they believe in the artist and their long-term vision. Building this trust requires transparency, consistency, and a deep connection between the artist (or their team) and the collector.

Collectors who have faith in the artist's commitment to their craft and vision are more likely to invest in their work. This trust extends beyond a single purchase; it's about building a lasting relationship. The simple fact you share about your process on making art can already help in building such trust with collectors and also other artists.

Personalization – Art for you

Art is profoundly personal. Some collectors seek pieces that resonate with their individuality, pieces that feel like they were made just for them. This personalization adds a unique touch to their collection, turning it into a reflection of their own story and identity.

Artists who can create custom pieces or offer personalized experiences often find a dedicated audience among collectors who want to own something truly unique. Commissioning a work of art can be not only good for collectors, but also for yourself as an artist,

as it could create another stream of income if your plan is to make a living from your art.

The FOMO and hype factor

Yes! While the above factors are fundamental, it's essential not to overlook the influence of FOMO (Fear of Missing Out) and hype in the art world. Sometimes, collectors are driven by the excitement and buzz surrounding a particular artist or piece. They want to be part of a cultural moment, to own a piece of art that's making waves in the community ...

Final remarks

Art collecting is a nuanced journey influenced by various factors, from price and quality to convenience, trust in the artist, personalization, and the allure of FOMO and hype. Understanding these motivations can help artists and collectors alike navigate the ever-evolving art world and make informed decisions that enrich their creative experiences.

So, whether you're an artist or a collector, keep in mind that the art you create or collect is a reflection of your passion, identity, and connection with the vibrant world of creativity.

5. How to identify a legit art collector

Being a collector in the web3 art space brings a lot of engagement and attention. While there are legit collectors, there are also those people who pretend to be an art collector with the only goal to boost their followers and engagement. It is a frustrating situation for an artist who just started in the web3 space and is trying to find people to showcase the arts.

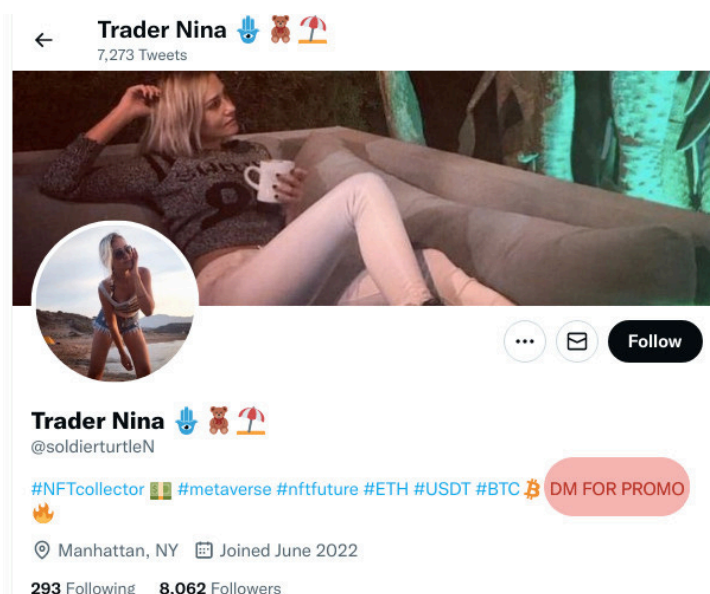
To identify legit collectors, let's learn how to recognize a fake art collector first.

The Twitter Bio

The Twitter bio already can bring evidence that a person is actually not an art collector. 99% of fake collectors (and promoters) include some of the following words in their profile bio:

- DM for promo
- business
- campaigns
- feature
- WAGMI

The images below share some fake art collectors and how you can identify it.



← **Emma Lewis** 🤖🤖 collector
21.9K Tweets



Emma Lewis 🤖🤖 collector
@emma_nft_01

Welcome 🌈 NFT creator & collector 🤖🤖 TOP

DM for Low price promotion 📩

📁 Advertising & Marketing Agency ⓘ 📍 Paris, France 🔗 linktr.ee/emma_nft
📅 Joined May 2021

731 Following 34.3K Followers

← **NFT Launchpad**
1,129 Tweets



NFT Launchpad
@NFTsSaga

On A Mission To Empower Nft Artists ARTISTS OF THE WEEK :- @homeety, @presaleworld, @bigeyescoin, @trinviofficial Dm to get featured 📩

📍 metaverse 🔗 t.me/BIGEYESOFFICIAL 📅 Joined August 2019

1,288 Following 131.3K Followers



No links to find their NFTs / arts / galleries

Not having a link doesn't mean he / she is not a collector, but it is very likely the person doesn't collect art. Majority of collectors would love to show their purchased arts in galleries / marketplaces.

You can always ask them for a link. A legit collector would not have any problem in sharing a link for their collections. In this case, make sure the link is not from another collector. An easy way to check it is to see if the link is connected with their Twitter account. Nowadays, many marketplaces let us connect our Twitter to the marketplace account, proving that we are who we claim to be.

Tweets

Legit art collectors will create artshare threads to either share arts or when they are buying something. In fact, some legit art collectors may not even create artshare threads before collecting art.

In an opposite direction, fake art collectors will create lots of artshare threads with the only purpose of farming you. You are their product. After they get a certain amount of followers most of them will start selling promo tweets to artists and projects.

Here are some examples of tweets that certainly a legit art collector wouldn't post.





Too many giveaways

Fake art collectors (or promoters) will also have a characteristic of RT or create many giveaways. If you scroll in their timeline you will be able to spot the giveaways. If too many, then it's a red flag. The last thing a real art collector is interested in is joining or promoting random / suspicious giveaways.

Activity in marketplaces

If you finally find a link to a marketplace where that supposed collector collects arts, check the activity there. If there's only sales or not activity at all, it is more likely he / she is not a collector. Having several purchases from different artists is usually a great signal.

Disclaimer: take care with promoters who sell their arts in exchange of tweets/RTs, or make fake purchases (ex: purchasing from other their own accounts)!

The bad actors list

A legit art collector certainly doesn't belong to this list! You shall check all the members of this list and mute/block them or just be aware that they are not a collector, but known engagement farmers, scammers and thieves.



The list can be accessed by this link:
<https://twitter.com/i/lists/1471030770097606656>

Final remarks and miscellaneous

- Not all collectors have a big account on Twitter. Actually most of my collectors have small accounts.
- Some real art collectors are quite discrete and they will not create artshare threads for you to showcase your art. Some like to see the art in their GM/GN tweets, but avoid dropping random links or quoted tweets. Make a genuine reply!
- Pay attention when people tweet the sales. They usually thank a collector for purchasing an art. Visit that collector and check which kind of art he / she collects.
- Engaging with collectors in public, and in a meaningful way, is a good idea to get your art seen, especially if the collectors are not much known yet. Value more human relationships!
- Most art collectors are actually artists themselves! Following and engaging with artists is the best way to get an eye to your own art. Actually the majority of artists also collect arts and a minority of them actually are farming! Farmers are usually promoters or other kinds of scammers (easier to spot following the previously mentioned tips).
- Instead of going to collectors, a good approach is also to focus on bringing them to come to you! Deliver value to the community and collectors will see it!
- Check always the chain a collector prefers to collect art. For example, some collectors prefer on ETH chain, others on TEZ chain. You can check it by their activity in their wallets on each chain.

6. Finding your niche in the web3 space and boosting your success

SWOT analysis is a strategic planning tool that can help companies identify their internal and external factors that affect their business. It's often represented in a matrix format, where each quadrant represents Strengths, Weaknesses, Opportunities, and Threats.



Strengths are the things that a company is really good at, such as unique products, strong brand reputation, talented employees, or efficient processes. Weaknesses are the areas where a company can improve, such as outdated technology, high employee turnover, or a lack of market research.

Opportunities are the external factors that a company can take advantage of, such as new markets, emerging technologies, or changing consumer behaviors. Threats are external factors that can

potentially harm a company's business, such as economic downturns, new competitors, or regulatory changes.

Here is how you can use the SWOT analysis matrix for your art business:

Strengths

Start by identifying the strengths of your art business. These could include:

- your unique artistic style
- your ability to create high-quality and valuable arts
- your loyal collectors base
- your effective marketing strategies
- your reach on social networks

Now that's the time when you take advantage of your strengths. Do you have a great reach? Start to convert your fans into your collectors or promoters for your arts and other contents. Do you have great marketing strategies? Why not to start coaching others about how they can properly marketing their products (in case of artists, their arts).

Weaknesses

Identify the weaknesses of your art business. These could include:

- your lack of experience in the market
- your limited resources (time, money, etc)
- your difficulty in reaching a wider audience
- your language barrier
- your lack of social or marketing skills

All the aspects you identify here you can or minimize their impacts into your business or handle them to make from them not anymore a weakness! For example, if you have difficulty in reaching a wider audience, then start building your community. Invest some

time in learning how to grow your community and then increasing your reach. If you have a language barrier, start to practice more in that language, take a course, read more, speak more.

Opportunities

Identify the opportunities that are available to your art business. These could include:

- the growing popularity of NFTs
- the increasing number of marketplaces and platforms that support NFTs
- the rising demand for digital art
- the fact that NFTs is in its early ages and yet to be adopted by a huge amount of people

There are opportunities everywhere and seeing them early can make you pioneer on something, for example. NFTs just became popular a couple of years ago and we are still in the early days of the web3, crypto, NFTs. Lots of tools are being developed and making it easier for people to join the web3 in the near future. Being ready for that before others will give you unique opportunities. Partnerships, collaborations, exhibitions, for example, are opportunities that will become a lot more competitive when the web3 space gets more adopted by people.

Threats

Identify the threats that your art business might face. These could include:

- the competition from other artists and marketplaces
- the volatility of the market
- the potential for fraudulent activities

That is important once you identify these threads you find ways to protect yourself, your business, from such threats. For example, how you can minimize the effects of the volatility of the

market in your journey in the web3 space? How can you get the trust from art collectors and other people in the web3 space, considering so many fraudulent activities?

Final remarks

Once you have identified the strengths, weaknesses, opportunities, and threats of your art business, you can use this information to develop a strategic plan that leverages your strengths, addresses your weaknesses, takes advantage of opportunities, and mitigates threats.

This could include things like improving your marketing strategies, expanding your offerings to new audiences, partnering with other artists or marketplaces, and more.

7. Pricing your art and selling it

Before you slap a price tag on your art, you need to know what is happening in the art world. Explore other art collections, and check out what others are doing. What are similar arts going for? Get a feel for the market, so you can price your art in a way that makes buyers throw money at you willingly. Consider a reasonable price. You want it to be affordable but also reflect the value of your hard work.

If your art is limited edition or one-of-a-kind, it adds value. People like having something exclusive. It's like having a unique toy or collector's item. So, if your art is rare, don't shy away from pricing it a bit higher and be patient until it gets collected.

Think also about who might want to buy your art. What they might be willing to pay for a unique art? Knowing who likes your art helps you set a price that works for them too.

Be fair, not greedy

You certainly want (and maybe even need) to make money, but you also want people to appreciate your art. Find a balance – a fair price that makes both you and your collectors happy.

Spread out where you wanna show your art for sale

Online or offline, you need a strategy. If you're hitting the Internet, don't focus your attention only on X (Twitter), but have a presence on platforms like Instagram, TikTok, some SocialFIs, or even your own website.

For the offline warriors, get into local art shows/exhibitions, pop-up markets, or dare I say it, set up shop on the street corner, if you can. Getting people talking about your art is a way to go. Be bold and be different.

Play long-term games with long-term people

Wherever your public is, engage with it, respond to comments, and build a real community. The more people love you, the more they will also love your art.

Your art needs to scream, "Pick me!"

Make people stop in their tracks and say, "Whoa, what's this?". It is a lot easier to sell an art if people get truly "Whoa" about your art, but don't think that it is easy to make people "Whoa" about your art.

Networking is also your secret weapon. You never know who knows someone looking for exactly what you create. Having people who know others and could promote your art is key and it can make your life a lot easier in the art world.

Transform your art sale into memorable moments

Don't just take their money and run. Make it an experience.

- Infuse a personal connection by including a heartfelt message note expressing gratitude. This small gesture adds a human touch and strengthens the bond between artist and collector.
- Enhance the collector's joy by including a small bonus print or a limited edition piece. Surprise them with unexpected extras.

With the money on your hand, remember to invest some of it back into your art kingdom. Get better materials, try new techniques, or maybe even treat yourself to that art workshop you've been eyeing. The more you invest in your craft, the more your art will evolve, and the more your value will grow. It is also enriching to collect art! Collecting art teaches you how to sell your own art too.

8. 1/1 Edition vs Limited Edition vs Open Edition

This chapter explores the choices artists face when deciding on editions and at the end I hope it helps you to decide how to mint your own art... whether it's the exclusive allure of a 1/1 edition, the scarcity of a limited edition, or the accessibility of an open edition. I compiled a set of advantages and disadvantages of each of these options.

1/1 Edition (One of a Kind)

Advantages:

- **Exclusivity:** Being the only one in existence makes it highly exclusive, appealing to collectors who seek rarity.
- **Unique Value:** Perceived as more valuable due to its one-of-a-kind nature.
- **Artist's Showcase:** Artists can showcase their ability to create truly unique pieces, highlighting their artistic prowess.

Disadvantages:

- **Limited Market:** Only one collector can own it, potentially limiting the artist's market.
- **High Expectations:** Creating constant 1/1 pieces may create pressure and expectations from collectors.

Limited Edition

Advantages:

- Scarcity: Limited editions maintain exclusivity while allowing for a broader market.
- Collectible Appeal: Appeals to collectors who appreciate the idea of owning something rare.
- Pricing Leverage: Artists can use scarcity to justify higher pricing.

Disadvantages:

- Balancing Act: Finding the right number is crucial; too few may limit sales, too many may reduce perceived value.
- Potential Backlash: If collectors perceive editions as too large, it might impact the perceived exclusivity.

Open Edition

Advantages:

- Accessibility: Open editions make the artwork more accessible to a broader audience.
- Affordability: Often more affordable, attracting buyers who might be hesitant to invest in limited or 1/1 editions.
- Volume Sales: Potential for higher sales volume due to a larger pool of potential buyers and affordability.

Disadvantages:

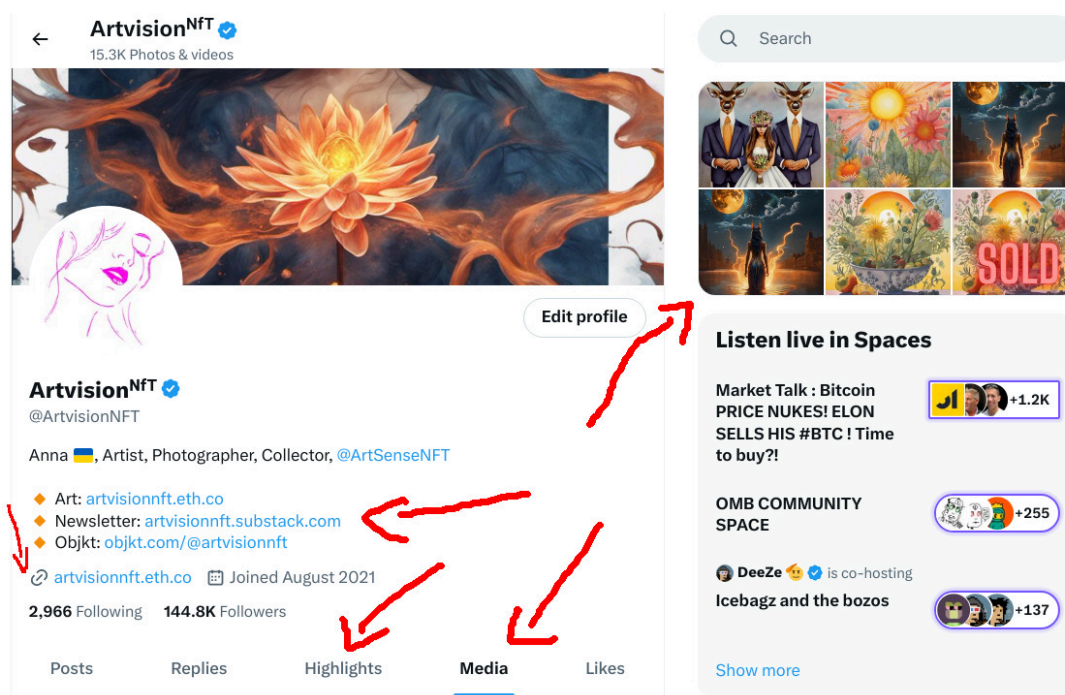
- **Reduced Exclusivity:** The wide availability may impact the perceived exclusivity and value.
- **Market Saturation:** There's a risk of oversaturation in the market, potentially diluting the artist's brand.

Final remarks

In conclusion, the choice depends on the artist's goals and audience. A balance between exclusivity and accessibility is key. Consider your collector base, pricing strategy, and the impact you want your art to have in the market. Each approach has its merits; the key is finding what aligns best with your artistic vision and audience preferences.

9. Help art collectors to find your art

Making your art gets discovered by art collectors may be tricky, but we can make their life easier using some really simple tips.



Add links to your Twitter bio

Your Twitter bio is your virtual storefront, and first impressions matter. Create a captivating bio that reflects your artistic identity, and don't forget to strategically place links to your most important marketplaces. Whether you're on art platforms, marketplaces, or personal websites, make these links easily accessible to potential collectors. A single click should lead them to your artistic treasures!

Streamline navigation with link aggregators

Linktree, ethdotco, or your own link aggregator can be your secret weapons. Collectors adore convenience, so ensure your link aggregator is clean and easy to navigate. Dedicate sections to each of your collections or marketplaces, allowing visitors to explore your artistry without any fuss.

Elevate your tweets with highlights

Twitter highlights are like a golden spotlight that directs attention to your most important content. Use this feature to pin your crucial tweets, announcements, and art releases. This way, anyone visiting your profile will instantly be drawn to your artistic achievements and current endeavors.

Meticulous media sharing

Your media tab is a treasure trove that collectors might be mining for gems. While occasional memes, GIFs, and shared art are all part of the Twitter experience, ensure your personal creations hold a prominent place in your media tab. A balanced blend of captivating original art and engaging content can be the key to a vibrant profile.

The power of the pin tweet

Your pinned tweet is prime real estate for captivating the attention of visitors. Use this space wisely, highlighting a piece of art that you consider particularly impactful or relevant at that moment. It's your chance to make a memorable first impression and keep collectors engaged.

Final remarks

You may have only a couple of seconds to catch the attention of a collector who visits your profile, and your pages. Make sure to have everything working nicely.

A bonus tip is to always check if your links are not broken and if your NFTs are actually listed for sale (some may be expired / unlisted).

10. Learning from collecting art

In this chapter, I want to talk about something that can make a difference: how collecting art can help you become a better artist and succeed in your creative journey. Think of it as having a secret weapon that can supercharge your artistic skills and career. Understanding why people collect art and what makes them choose certain pieces can teach you valuable lessons about selling your own creations, setting fair prices, and finding the right audience.

Imagine you're not just the chef; you're also the food critic. That's what collecting art as an artist is like, and the good side is that you can start with really little money, for example, by collecting on Tezos chain (or other low cost blockchain)!

Getting skin in the game

When you buy and collect art, you become part of the art world in a different way. You feel what it's like to invest in art with your own money. This helps you understand why people buy art and what they look for.

Thinking like an art collector

Collecting art helps you think like the people who might buy your art. You start asking questions like, "What makes this art special?" or "Why would someone want to own this?" This thinking can guide you in making art that people want to buy.

Pricing insights

Collecting art gives you a feel for what different art is worth. You'll learn why some pieces are pricier than others. This knowledge can guide you in setting prices that match your art's value.

Sales savvy

Being a collector means you've been on the buyer's side. You've experienced what makes you pull the trigger and buy art. This can help you sell your own art better, as you understand the buyer's perspective.

Hype and buzz

Collecting art can teach you about the importance of hype and buzz in the art world. When you see how certain art gains attention and value, you can use similar strategies to promote your own work effectively. In the case of hype, think about it organically. Artificially hyping yourself can give a counter-effect in the long-term.

Networking opportunities

Art collecting often involves connecting with other art lovers and creators. These connections can open doors for collaborations, exhibitions, and opportunities you might not have found otherwise.

Final remarks

In the art world, being both an artist and a collector can be a winning combination, a game-changer in your career. Collecting art helps you get inside the minds of art buyers. By understanding what collectors look for, choosing the right places to sell your art, and pricing it fairly, you can succeed in the art world and reach your creative goals. It also exposes you to valuable networking opportunities and teaches you the importance of buzz.

11. Identify bad actors (fake artists) in the web3 space

Lots of money goes daily to the wrong hands in the web3 space. Art thieves, fake artists, impersonators, and all kind of scammers are spotted daily. Every cent that is used to buy an NFT/art from a bad actor means one cent less that will be used to buy art from the good actors and legit artists in the web3 space. In this chapter I share a couple of tips and tools that you can use to minimize the chances of collecting an art from the wrong person.

These tools and tips come from my own experience and others' experience during more than 2 years collecting arts from hundreds of different artists, as well as having seen lots of bad actors being exposed and collectors being scammed.

Disclaimer: the more of these tips you use together, the best are the chances you can identify if an artist looks legit or not. Do not use just one or two of these tips isolated.

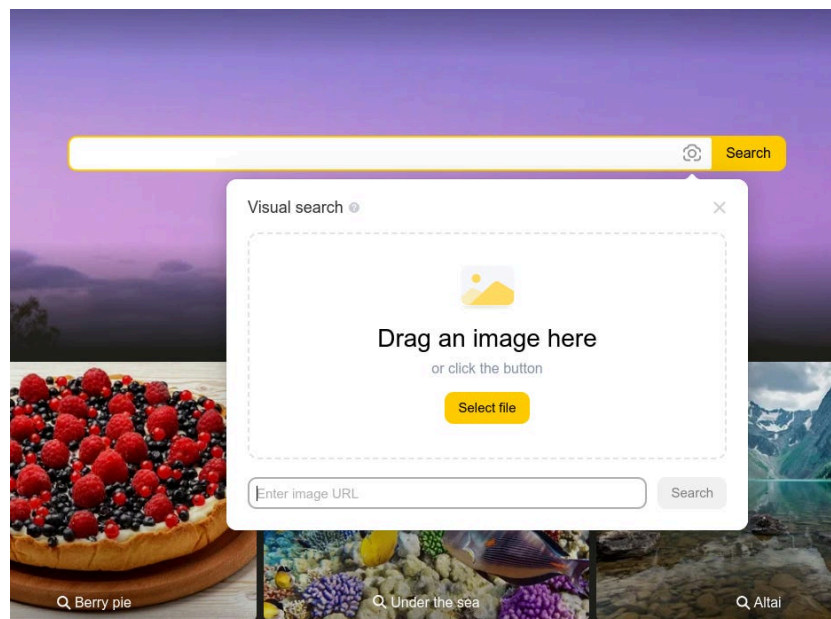
Image reverse searches

Using image reverse searches is a great way to spot if an art was copied from somewhere or used elements from different images. Two of the greatest tools to do image reverse searches are:

Google image (lens): <https://images.google.com/>



Yandex images: <https://yandex.com/images/>



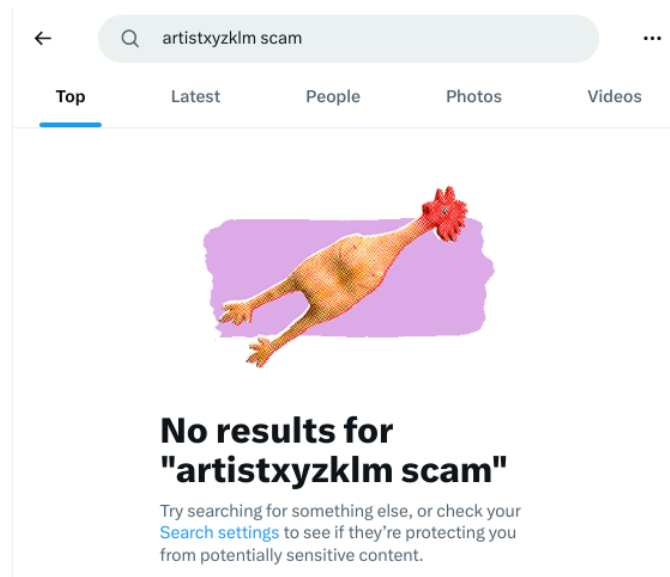
Disclaimer: not all arts you find similar or that used elements from other images can be considered illegal. It is always a good idea to reach the artist to understand if he / she has the rights to use it, to understand the process, and his / her point of view about it.

Using Twitter to check the artist

Twitter is the land of the NFT space and there are several features of Twitter that can help you to spot a feik artist. Let's walk through some of them.

Twitter search

Use the Twitter search to quickly give a search with the handle of the person + one of the words like scammer, plagiarism, plagiarist, scam, pump, thief. Sometimes you can end up finding she / he was exposed before. Example of search: `artistxyzklm scam`



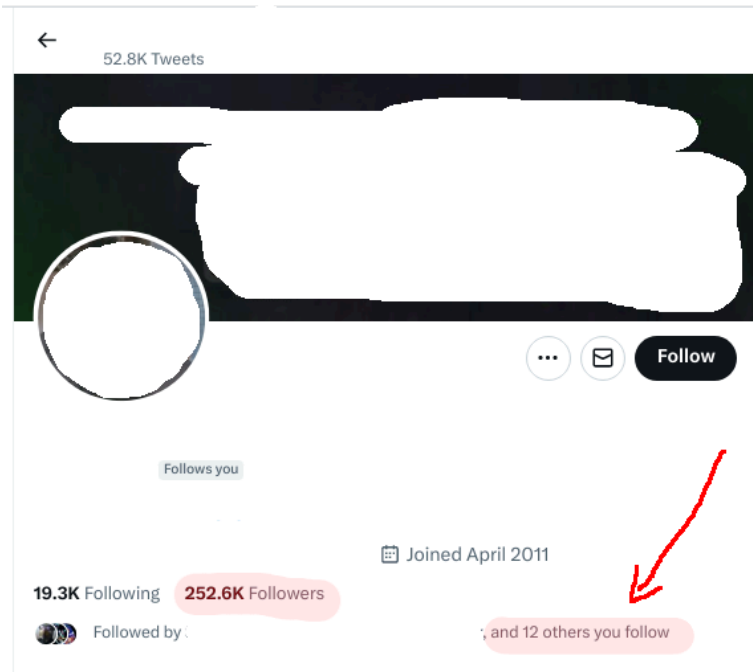
Disclaimer: open and read each tweet where it appears to make your conclusions.

The number of followers

The number of followers by itself shall not matter 'alone' in your decision, but it can give you important information.

Someone with too many followers in a short time and barely activity on Twitter is a red flag. No one can build 10k followers on Twitter from scratch in a couple of weeks, organically. The number of followers is sometimes used to impress or create FOMO.

Check the number of people who you follow that also follows the artist. It is unlikely an artist will be followed by no one you follow. That is also important for you to follow enough people (collectors, artists) to better use this tip to spot a suspicious artist. Keep also in mind that a new artist will be followed by a small number of people. So this tip about the number of followers is one more to combine with others.



The AI vs Non-AI

Using AI tools is not wrong, but claiming that the art was created not using AI (when it was actually created using AI) if it is not wrong, it is quite non-ethic. Several artists who use AI are proud of doing so (for example, I use AI tools and I'm proud of using it), however there are others who use AI tools and claim it's not AI.

You have to train your eyes to spot AI generated images. Some tips for when someone claims not using AI:

- Check hands. Usually they would look weird;
- Check random texts that may appear in the image. Usually they are not clearly readable;
- Very blurred background;
- Objects blending into others (example into the skin of people and animals).

As a matter of exercise, you can try to use this Google tool (<https://artsandculture.google.com/experiment/odd-one-out/wAHNn4JsVTFOiw>) to see how good you are at recognizing AI arts. The tool is a game to test if people can differentiate between AI and human-made images. Have fun. :)

You can always check previous works done by the artists, for example, arts or photos done before 2022, so that you can have idea of the style of the artist before the 'boom' of AI tools.

There are also some tools where you can upload an art or photo and have as a result the probability of that image have been generated by means of some AI tool. Here is one of them:

- Illuminarty: <https://app.illuminarty.ai/#/image>
 - Disclaimer: The tool is pretty good, but in some tests I made, sometimes it can tell a hand-made image is AI generated with a high probability. At the end of the day, it is always good to reach the artist and use other means to find out too.

Great art at super low price

Everyone knows good arts are priced accordingly and it can consider in its price the momentum of the artist, blockchain, and marketplace where it is listed.

Search around for how much other artists are selling in such blockchains and marketplaces. A super low price art may be an indication of urgency to sell and a reason for this urgency may be related to the fact the art is a copy from others.

Disclaimer: A new artist can also want to list arts at a very low price in order to benefit his / her early collectors. So, again, use this tip together with other tips to make a final conclusion. It is always a good idea to reach the artist before making any conclusion.

The new artist trap

More and more established artists are recently creating new accounts pretending to be new artists in order to make extra money in the web3 space. This not only harms his / her previous collectors (as the focus is now divided among different accounts), but also the entire web3 space because the supposed new artist is actually fake, and puts in doubt all other legit new artists in the web3 space.

If the account of an artist is new, the etherscan is a great tool to see if it is not a known artist with a new wallet. Check with which wallets that artist had interactions in its early times (usually the known artist will need to fund the wallet to have the money necessary for the first mints).

New account with high amount of sales (or at high values)

It takes time to build a presence in the NFT art space and a new account with a high amount of sales (or at high values) is a huge red flag. Check from where those sales come from. There are several pump groups (composed of relevant artists and collectors) where members of the group bid on the same artist in order to pump that artist. At the end of the day, someone will become an exit liquidity. Would you like to be one?

The piece of text of the image below was extracted from a real conversation that was shared publicly on Twitter some months ago.

I've been meaning to ask some of our great friends like you to start this circle thing, and only on super rare

we start a bid war on one art and keep out bid each other until a real collector get noticed and make a bid

that's when we stop!

I really think it would work out! just want an outer mind too. Do you think it's something we can count on?

The sad stories trap

Take care with sad stories someone can tell you. Most sad stories are not real and they are used to play with your feelings in order to make you purchase some art. There is also always a sense or urgency that will not let you time to reason about your actions.

There're not many ways to discover if a sad story is true or not. I have seen artists being exposed after almost 1 year of telling such stories. Anyway, a tip that can minimize the chances of a sad story being fake is to see how much the artist is 'doxxed'. Ask yourself the following questions:

- Have you ever seen a photo or video of the artist?
- Have you ever seen the artist participating in interviews / spaces?
- Have you ever talked to the artist by video/voice?
- Have someone ever seen the artist in real life (eg, participating on meetings / conferences / events)?

No community involvement

Genuine artists usually have a strong presence within their community, whether it be in-person or online. If an artist has no involvement or interaction with their community, it may be a sign that they are not a genuine artist.

Disclaimer: some artists may be shy / introverted, so remember to use this tip together with other tips.

Final remarks

Identifying a fake artist or a bad actor early is key for your own safety in the web3 space and to keep the web3 space healthy. The tips and tools above are only some of the things you can do to help identify such bad actors. The more you use them together, the more accurate the conclusion will be. Finally, to have a conclusion it is always important to reach the artist to hear what he / she has to talk about your finds.

12. Keep your money and arts safe on web3

By compromising your safety you also compromise your reputation. Your safety shall also be your priority, and a high priority one.

Use a hardware wallet

A hardware wallet is a physical device that stores your private keys offline. Since it's not connected to the internet during normal use, it greatly reduces the risk of your private keys being compromised by hackers or malware.

With traditional software wallets or exchanges, there's a higher risk of falling victim to phishing attacks or malware that can steal your private keys. Hardware wallets provide an extra layer of protection against such threats as they require physical confirmation for transactions.

Some well-known hardware wallets to acquire are Trezor and Ledger. If you can, have different wallets for different purposes (ex: for your contracts, for your crypto, for buying/selling arts, for vault, etc).

Don't click links

Unless you REALLY know what you are about to do and you have confirmed the link is 100% correct, DON'T CLICK ANY LINK. Instead, prefer to have bookmarked all your favorite links (to exchanges, marketplaces, social networks, etc), and write the link every time you wanna access that webpage. See if it matches the link bookmarked. If it doesn't, check what's wrong! Sometimes your bookmarked links may be compromised! In addition, don't Google links!

Read before to sign anything

Read what you sign in your wallets! If something is asking you to sign for an "Approve for all" permission, make sure to check if it is

what you want. Approve for all means that contract will be able to transfer ALL your crypto and NFTs from your wallet, without need any permission. In other words, they have access to everything in your wallet and can do whatever they want. Usually some wallets (like Metamask) displays a message warning that you are about to sign such kind of permission.

Take care with FOMO (Fear Of Missing Out)

If you feel FOMO, the best thing you can do is to do nothing. For me, it is always more important to let an opportunity go than to lose what I have earned. Yes, sometimes you may feel the most stupid person for not taking an opportunity, but you release that there will always be new opportunities, without a risk of being compromised.

Don't trust anyone (literally)

Do you know your friends' accounts may be compromised and the hacker can use their accounts to engage with you and demand money or send links that will compromise your accounts too? Well, that's one of the most common scams that I see happening. So, the first thing is to doubt anything that demands you to do something, especially if it is something that sounds urgent. Do a little research to confirm that everything is true before proceeding.

Protect your seed-phrase

Don't enter or share your seed-phrase anywhere, except if you are restoring your wallet.

Save your seed-phrase in a safe place, physically, never in a file. Never ever write your seed-phrase on an electronic equipment that can be connected to the Internet, nor take photos, nor save on the cloud.

If you can, inscribe your seed-phrase in a metal, or write several copies of it in papers that you can have on different locations. Have a copy of it in a different physical location, if

possible, some KM away from the place where you live, or if in the same place, in a very hidden and protected place from fire, water, animals.

Enable 2FA (2-factor authentication)

Use 2FA on your emails, social networks, etc. For that, DON'T use SMS authentication! Instead, prefer to use app authentication or something that demands an interaction with a physical thing.

Take care with airdrops

Take care with tokens airdropped to your wallet. Do a little research about what is being airdropped, before interacting with that token by any means (accepting offer, transferring, listing, etc). Majority of airdrops are scams, where the contract behind it will ask you to approve for all, letting the creators of that contract have access to all your crypto / NFTs.

A common scam is someone airdropping a NFT to your wallet and it comes with an offer (usually a high offer), so that you happily will go to accept that offer. The trick is that the offer can't be accepted and when you go to accept that offer, you give access to the creator of that contract to all your crypto / NFTs stored in your wallet.

Use Linux / MacOS

If you can, use a good (safe) operational system in your computer where you interact with your wallets. Linux and MacOS are the top ones related to security.

In addition, if you can, use a different computer to interact with your wallet, and just use that computer for it! I currently use two computers: one for everything except things related to crypto and another just for things related to crypto. The computer I use just for crypto I also use Linux.

Follow the real accounts of marketplaces, wallets, projects

Following the real accounts of the people and companies you engage the most is essential to avoid falling on simple scams of others impersonating such people and companies. For example, follow the real Foundation account, real BAYC account, etc.

Use a burn wallet

If you are going to mint a free-mint NFT or anything that can be suspicious, use a burn wallet and then transfer the minted NFT to your real wallets. Make sure to understand what that NFT is about because sooner or later you may interact with that NFT using your real wallet and then that's when you can get into trouble.

PS: if you can, use a burn wallet for whatever new NFT you will interact with or website you will connect your wallet to!

Mint your NFT arts under your own contract

If you are an artist, this is a bonus tip. When you mint your art as a NFT under your own contract, it means you have full control over it. That's different than when you mint your art as a NFT under the shared contract by OpenSea, for example! When you mint under the shared contract by OpenSea, they have the control over the contract and they can not only ban you from the marketplace but also freeze all the NFTs you minted under that contract. If you mint under your own contract, they can still ban you from the marketplace, but you can always sell your art from the same contract in other marketplaces.

13. Staying relevant in the art space

In this chapter, I compiled a set of tips that can be used to help you stay relevant in the art space, especially if you use Twitter as a place to showcase your arts and reach possible art collectors!

Artistic consistency and engagement

Both consistency and engagement are your path to success. Maintain a regular posting schedule, sharing your artistic journey with your followers. But don't stop there; engage with your audience. Respond to comments, ask for feedback, and participate in art-related conversations. You don't need to be 24/7 active, but the moments you are active, make sure to use it in the best way possible! Every post, reply, repost matters! Remember! Who is not seen is not remembered.

Unlocking discoverability

Master the art of discoverability with relevant hashtags and keywords. These are the real keys to unlock a wider audience on Twitter and increase the chances to get seen. Experiment with different tags to discover what resonates best with your art, but remember to use relevant hashtags. Establish a maximum of 2 hashtags per tweet. But more important than that, the keywords are what really matters to get discovered. If you are about art, make sure to include words like art, artist, piece in your tweets.

Don't compare your engagement or views with others. It is quite easy to boost engagement or views by sharing tweets in DMs, groups, discord, etc. Building it organically is the way for a sustainable long term growth.

The power of process

Twitter offers a unique opportunity to showcase your creative process in real-time. Share sketches, works-in-progress, and time-lapse videos of your art creation. Let your followers join you on

your artistic journey. Sharing your creation process also increases the trust someone else will have about you.

Share your artistic journey, including both victories and setbacks. Authentic storytelling creates a deeper connection with your audience, forging lasting relationships.

Building hype, organically

Planning a new collection or art drop? Start generating buzz early by announcing it in advance. Share teasers, insights, and the story behind your artwork. Build anticipation and excitement among your audience. You don't need to go to an influencer or pay for promotion, but announcing your new projects, collections, or art drops in advance will help to let people aware about what is coming.

Collaborate and thrive

Collaborations within the Twitter art community can be transformative. Consider partnering with fellow artists to cross-promote each other's work, opening doors to a wider audience and creative possibilities. Especially if you have a small account, reaching other circles of people can help your art get seen!

Embrace challenges and trends, organically

Don't get desperate because of a contest or a trend that is going on, but stay on the pulse of art challenges, contests, and trends on Twitter. The idea is you don't need to always participate in such events, but joining some every now and then can help you to connect with a broader audience and showcase your talent. Do it according to the time you have available. Don't rush.

The art ecosystem

Stay informed about art platforms, marketplaces, and broader trends in the crypto and web3 space. Knowing where your art fits best can be a strategic advantage. Explore what is appearing in the

ecosystem. Some may go wrong, but the ones that will go right will pay off! Try with your art on other chains and platforms, especially if you are yet trying to establish yourself somewhere! Different chains and different platforms mean different communities!

Final remarks

These strategies can elevate your presence even during bearish times. Remember, greatness in art is achieved through dedication and resilience. Keep creating and sharing your passion with the world. The success will arrive to you soon or later!

The End

And that's the end of our book adventure, dear friends! We've talked about art, selling, and this digital thing called Web3 and NFTs. I hope you found some interesting ideas in these pages, just like when friends chat. Remember, this book is like a collection of our weekly talks – no big words, just friendly sharing.

If you had a good time, why not share this book with your friends or anyone you think might enjoy it? And here's a little extra: even if the book can be read for free, if someone decides to make any purchase using your affiliate link, you'll get a warm thank you from me, plus a 15% commission (automatically from the objktcom platform - <https://objkt.com/@artvisionnft>). Every bit counts and helps us keep the creative vibes flowing.

I also invite you to follow me on social media and subscribe to my newsletter, where I share a new article every week, about some of the following topics: Web3 & art, Marketing, Community building, Sales, Productivity.

Substack: <https://artvisionnft.substack.com>

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Thanks for being part of this journey! Until next time, take care and share the smiles!

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