

Dear Members,

The Shop is open...

It was announced at the last meeting that we were working on an **online shopping experience** for our members, we have developed a form to help add your art piece to the website. Please check out the website under the heading...MesaArtLeague.com/FORMS...

Process is:

Send in your form and photos... MesaArtOnline@gmail.com attention: **Shopping**

- up to 4 photos, ceramics/sculptors will probably require 2-3 photos, this is a very important step: your photos are what the client sees of your art work, the only thing, put some time and effort into having a GOOD photo of your piece, if it is off center or fuzzy fix it, I can't! What you send me is what you will see on the site...
 - ♥ It's **best** to look at the **pixel** dimension of your **images** as you're making them. As long as they're at least about 1024 **pixels** wide (for a horizontal image) they should be fine for website. The standard **resolution** for **web images** is 72 PPI (often called "screen **resolution**").
 - ♥ If you are having trouble on what to say about your piece, go to Ebay/Etsy and look up a similar item, don't copy but look at what they say and adapt to your piece
 - ♥ If you have questions please be specific about what you are asking and send to MesaArtOnline@gmail.com heading Shop
 - ♥ Look up other sites to see what they are doing
 - ♥ DO NOT list an item on multiple sites – this confuses the buyer...
- They will be loaded to the website, if forms are incomplete, missing information, it will be sent back to you to be completed...
- Advertising: Invite family/friends/associated to shop, this is how the advertising will go, we do not have the money for outside advertising, we can post on Facebook, but it is up to you to post on your personal Facebook page or your website...please don't post an item that is listed on another site, it confuses the client if they see the same thing on two sites, especially if they are priced differently...
- When someone purchases, they pay through PayPal
 - ♥ You will receive the name, address, email, phone number of the customer, if you need to charge shipping you will have to contact them about this and they can pay through PayPal
 - Always get paid before you ship (DO NOT ship until the payment is approved)
- You ship the product to them
 - ♥ The best way to have a hassle-free shopping/shipping experience is to include the shipping and handling in your pricing, check with UPS/USPS for shipping prices, go talk to the UPS/USPS about this
 - ♥ Check other sites to see how they handle shipping, I looked up "free shipping vs paid shipping"
 - The **phrase "free shipping"** is **music** to the **ears** to. ... **Indeed, 90% of customers say that free shipping is the no. 1 incentive to shopping online.** ... **As much as online shoppers prefer cheaper things, they do not like waiting for them more so if shipping is going** to significantly increase the final cost of the ...



Mesa Art League
PO Box 7733
Mesa AZ 85219

Once a month MesaArtLeague will pay you through your email address only, no checks, **MINUS the 10% taken for the League**

- ♥ Payment will be made to you by the 10th of the month

PLEASE NOTE: You must fill out a separate form for each art submission.

The Mesa Art League will be deducting 10% from each Art Sale.

Please, if you can, include shipping costs when submitting artwork.

- **You will be handling shipping problems, complaints, damages, MAL accepts NO responsibility for errors, we are only the vehicle listing the product for sale. Communication will be forwarded to you from MesaArtExec@gmail.com. (Shipping and Handling will be the responsibility of the artist.)**

“STRONG Suggestion” Add the shipping and handling charge to the price of the artwork. It is possible to do this!

**Disclaimer: The Mesa Art League, Board Members and general membership take NO RESPONSIBILITY for the loss, damage or legal issues pertaining to the above artwork.
The above-named artist takes ALL LEGAL RESPONSIBILITY pertaining to the above listed artwork.**