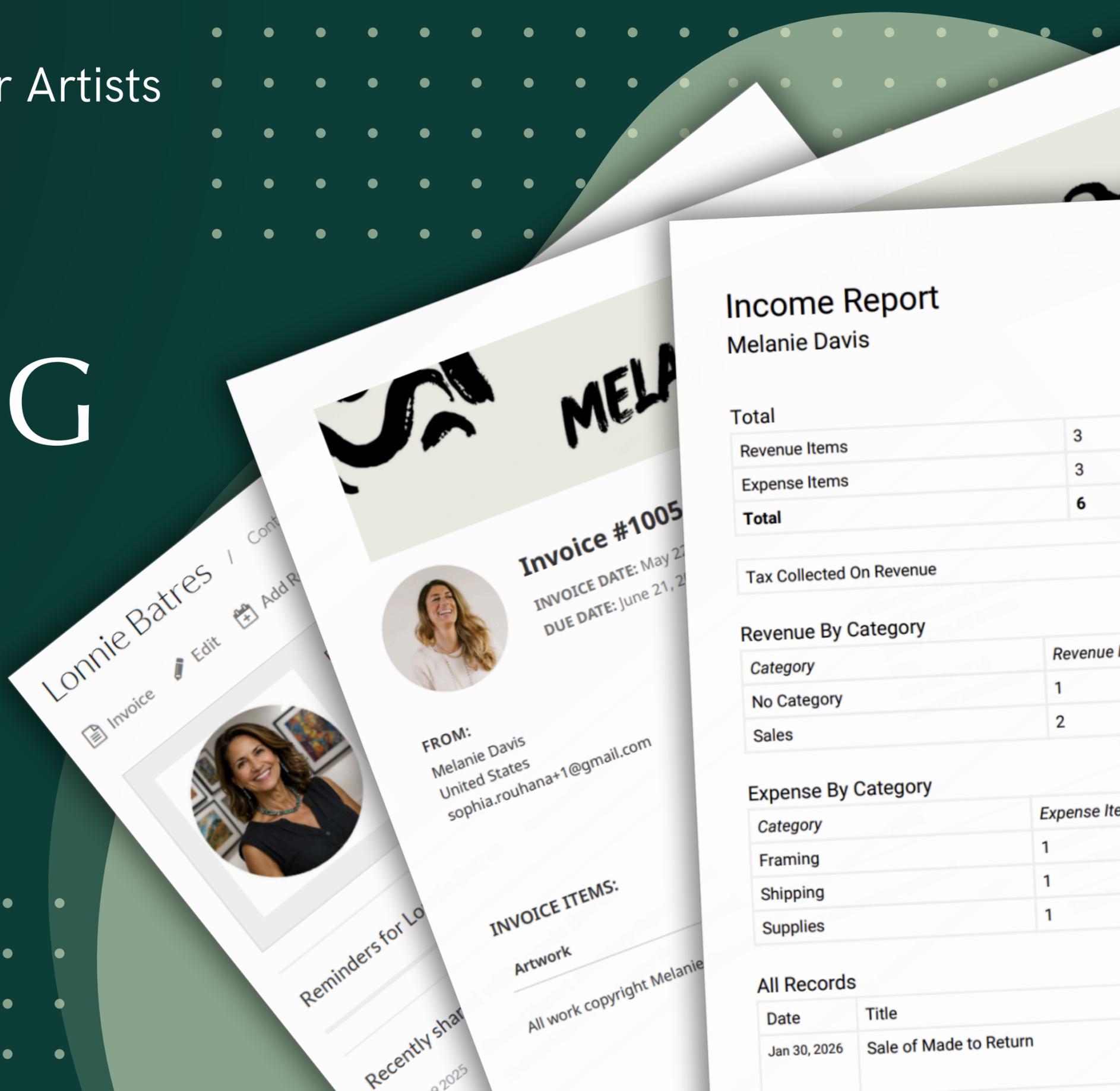




Live Learning Session + Q&A for Artists

BETTER BOOKKEEPING FOR ARTISTS

*Track Income, Expenses
& Insights*



Lonnie Batres / Cont
Invoice Edit Add R

Invoice #1005
INVOICE DATE: May 21, 2025
DUE DATE: June 21, 2025

FROM:
Melanie Davis
United States
sophia.rouhana+1@gmail.com

INVOICE ITEMS:

Artwork

All work copyright Melanie

Income Report Melanie Davis

Total	
Revenue Items	3
Expense Items	3
Total	6

Tax Collected On Revenue

Revenue By Category

Category	Revenue
No Category	1
Sales	2

Expense By Category

Category	Expense
Framing	1
Shipping	1
Supplies	1

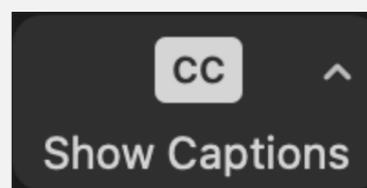
All Records

Date	Title
Jan 30, 2026	Sale of Made to Return

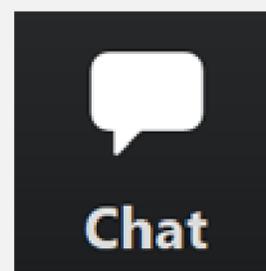
Before we get started...



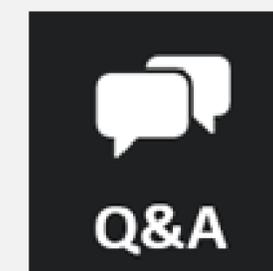
Yes! We are recording & will share it after the webinar!



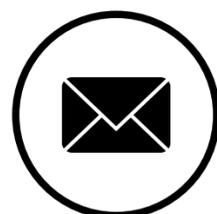
TO ACCESS
CAPTIONS



FOR INTRODUCTIONS &
TECHNICAL SUPPORT



WHERE TO SUBMIT
QUESTIONS TO BE
ANSWERED LIVE



Contact us via email:
team@artworkarchive.com



Contact us via chat
on [ArtworkArchive.com](https://www.artworkarchive.com)





Overview

What to expect in today's session...

- *About Artwork Archive & Sales/Expense Tracking features*
- *Sales Pipeline*
- *Reporting and Sales/Expense Documentation*
- *Live Demo*
- *Live Q&A*

**Intro &
About**

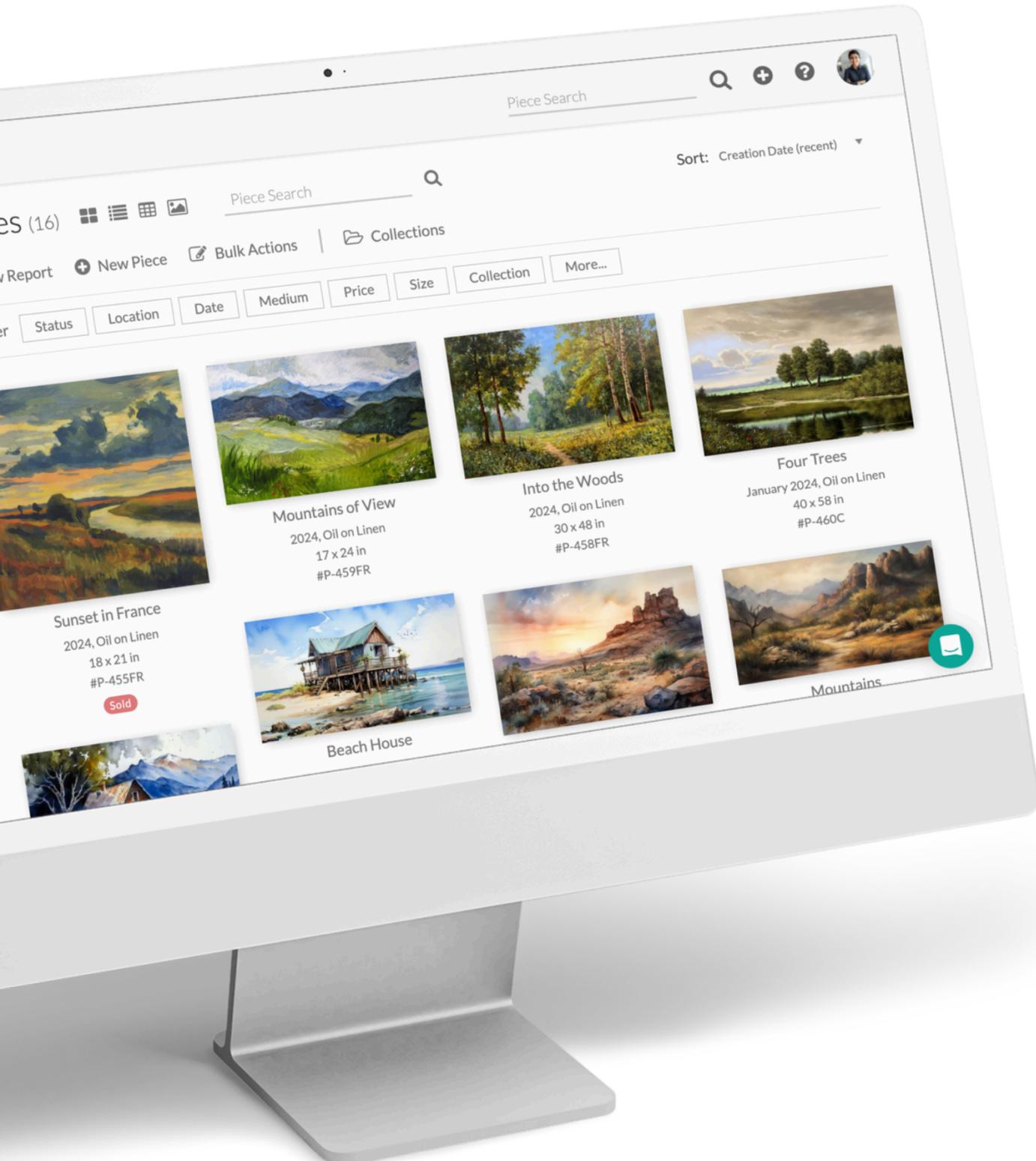
*Feature
Overview*

Live Demo

Q&A



Artist: Sarah Z. Short
Photograph courtesy of the artist



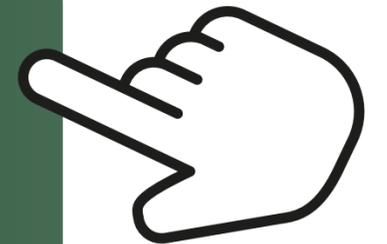
New to Artwork Archive?

Join our live Intro Session for a high-level overview of the platform

- Getting started with your Artwork Archive account
- How to use the key Artwork Archive features
- And more!

GETTING STARTED
WITH ARTWORK ARCHIVE

BEGINNER WEBINAR FOR ARTIST ACCOUNTS





About Artwork Archive

The industry leader in cloud-based art inventory management since 2010



We artists are notoriously poor at bookkeeping, so it's crucial for us to keep good records. Artwork Archive has become an essential tool for my practice, and I'd be lost without it.

—James Austin Murray, Sculptor



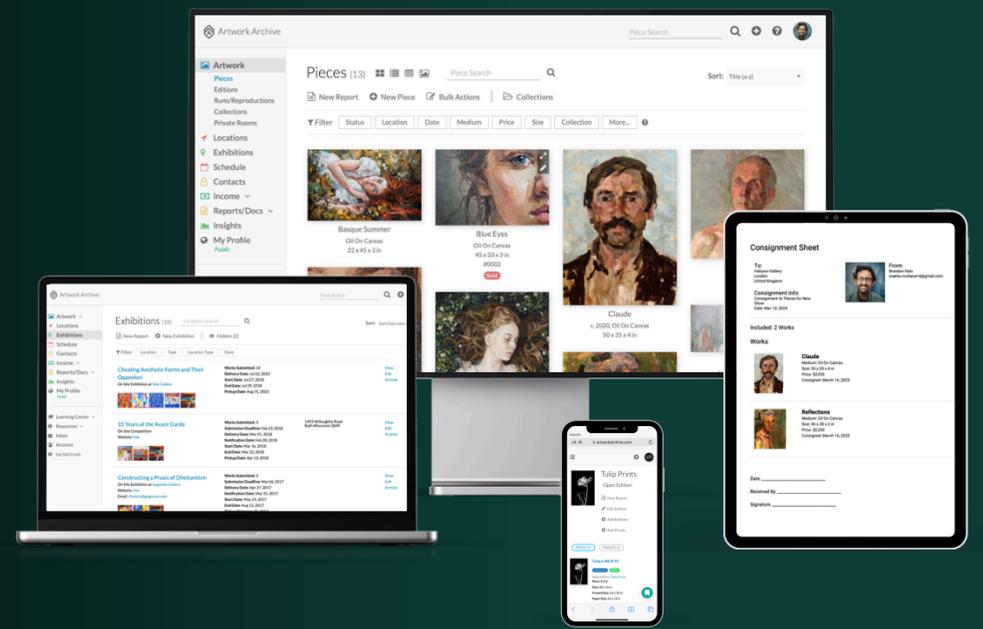
I've learned to treat what I do as a business, not a hobby. Artwork Archive has many features that make it easy for artists to track sales and expenses. I'm positive having these records has saved me money at tax time.

—Randy Purcell, Mixed Media Artist



Artwork Archive has been an integral part of my development as an artist, providing tools that make organization and bookkeeping simple and professional.

—Jilli Darling, Painter



Meet the Team



Anna Lyle

User Support Lead

Also a painter/mixed media artist based in Birmingham, AL.



Katie Carey

Head of Growth

Also a ceramicist based in Denver, CO.



Lauren Nicole

User Support Specialist

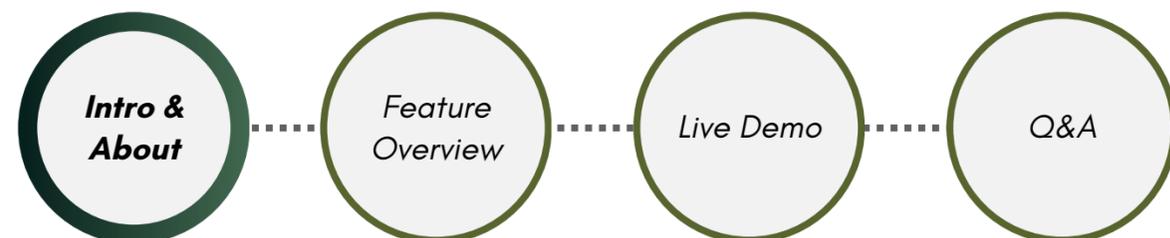
Also a printmaker/mixed media artist based in San Jose, Costa Rica.



Annamieka Hopps

Product Education

Also a painter based in Portland, OR.





Poll: What are your biggest bookkeeping challenges?

- Scrambling to find sales records during tax season
- Not knowing if your art practice is actually profitable
- Losing receipts and expense documentation
- Difficulty categorizing art-specific expenses
- No clear picture of financial patterns or trends
- Uncertainty about pricing and what's selling

*Intro &
About*

*Feature
Overview*

Live Demo

Q&A



Artist: Shar Coulson
Photograph courtesy of the artist



Say it with me:

**“I'm a creative
AND I'm business savvy”**

What makes Artwork Archive's Sales & Expense Tracking features so powerful is complete integration with your other features and tools.

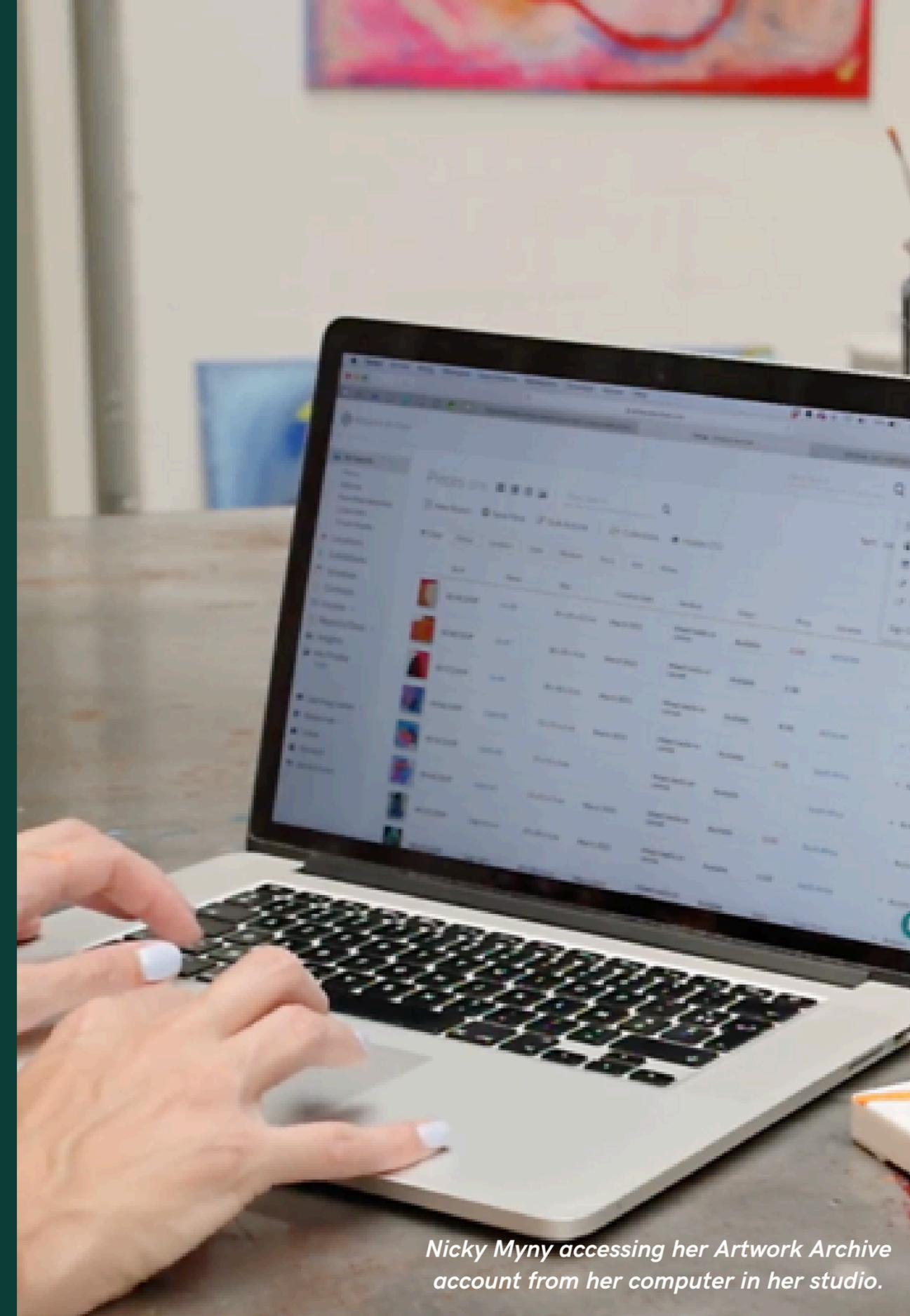
- No double-entry
- No separate spreadsheets
- One system managing everything

***Intro &
About***

*Feature
Overview*

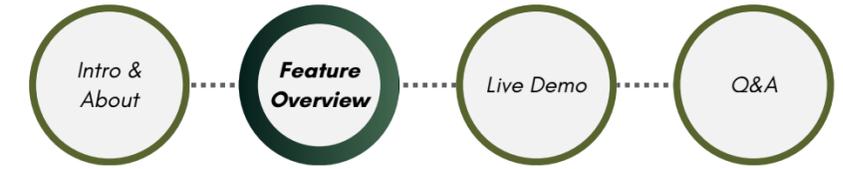
Live Demo

Q&A



Nicky Myny accessing her Artwork Archive account from her computer in her studio.

Today's Focus



Income Tracking

INVOICE ITEMS	Price	Invoice Price	Tax
 Sale: Made to Return Melanie Davis, 2021 Painting 45 x 33 x 1.5 in #0003	\$1,200	\$1,200	

TOTALS	Price	
Invoice Price	\$1,200.00	
Tax	\$0.00	
Total	\$1,200.00	

Recording sales & generating invoices, all within the Sales Pipeline

Expense Tracking

Sale Revenue: \$1,200
Other Revenue: \$500
Total Production Costs: (\$370)
Revenue - Costs = \$1,330

Type	Description	Info
Expense	Printing fees for new print run Printing	Payee: Art S
Revenue	Payment for event consignment Rental	Payer: Cora
Expense	New Framing Framing	Payee: Art S

Categorizing costs and maintaining records

Insights

Inventory Values

Prints

Location Value Chart

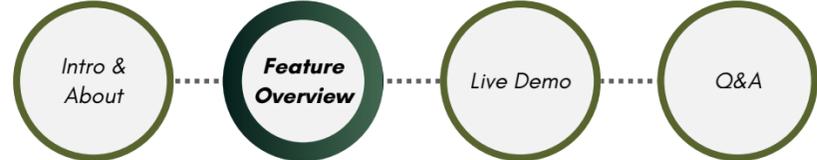
Location	Value
White Cube	~\$65,000
Somerset Gallery	~\$55,000
Saatchi	~\$5,000

Understanding patterns, profitability, and business health





Income Tracking



Proposal for Lonnie (interior mural) Melanie Davis

Proposal for: Lonnie Batres
Created: May 06, 2025
Valid until: September 30, 2025 View Invoice



Folded Horizon
Mixed Media 24 x 15 x 0.5 in 2020
Original Price: \$1,500
Original mixed media portrait created by artist Melanie Davis



Nothing Holds, Everything Bends
Mixed Media 45 x 33 x 3 in 2019
Original, framed work by artist Melanie Davis

Draft
Submitted
Invoiced
Paid

Share

Invoice #1004

INVOICE DATE: May 20, 2025
DUE DATE: Jun 20, 2025

FROM: Melanie Davis, United States, sophia.rouhana+1@gmail.com
TO: Lonnie Batres, 4138 West Side Avenue, Jersey City NJ 07304, USA, 201-309-7116, LonniePBatres@gmail.com

INVOICE ITEMS	Price	Invoice Price	Tax
 Sale: Nothing Holds, Everything Bends Melanie Davis, 2019 Mixed Media 77 x 55 x 4 in (framed) #0010	\$7,200	\$7,200	\$576 8.0%
 Sale: Folded Horizon Melanie Davis, 2020 Mixed Media 24 x 15 x 0.5 in #0006	\$1,500	\$1,500	\$120 8.0%

NOTES: Generated from proposal: Proposal for Lonnie (interior mural)

TOTALS	Price	Amount
	\$8,700.00	
	\$8,700.00	
	\$696.00	
	\$9,396.00	

Pay full invoice amount of \$9,396
 Making a partial payment of \$ 0.00

Continue

Invoice

Income Report March 08, 2026
Melanie Davis

Total		
Revenue Items	6	\$14,500
Total	6	\$14,500

Tax Collected On Revenue: \$718.40

Revenue By Category		
Category	Revenue Items	Amount
No Category	1	\$320
Rental	1	\$500
Sales	4	\$13,680

All Records			
Date	Title	Values	Info
Feb 08, 2026	Sale of Nothing Holds, Everything Bends	\$7,200	Type: Revenue Payer: Lonnie Batres Category: Sales
Feb 08, 2026	Sale of Folded Horizon	\$1,500	Type: Revenue Payer: Lonnie Batres Category: Sales
Jan 30, 2026	Sale of Made to Return	\$1,200	Type: Revenue Payer: Lonnie Batres Category: Sales
Jan 16, 2026	Sale of Everything Connects	\$3,780	Type: Revenue Payer: Lonnie Batres Category: Sales
Jul 22, 2024	Custom Framing	\$320	Type: Revenue Payer: Lonnie Batres Category: No Category
Jul 11, 2024	Payment for event consignment	\$500	Type: Revenue Payer: Cora Osborne Category: Rental Piece: Made to Return

Report

Expense Tracking

Artwork Archive

Revenue and Expenses (5)

New Report + New Item | Recurring Expenses

Filter: Date | **Type** | Expense Category | Revenue Category | Payee/Payer | Amount

Active Filters: Filter "expense" x Clear All Filters

Revenue Total: \$0 Expense Total: (\$1,598.55) Combined: -\$1,598.55

Type	Description	Info	Amount
November 30, 2025 Expense	Printing fees for new print run Printing For Piece: Made to Return	Payee: Art Supply Co.	(\$120)
December 11, 2024 Expense	Shipping to and from Kreuser Gallery Shipping For Piece: Gesture, No. 3	packaging materials included	(\$85.75)
January 24, 2023 Expense	Supplies Supplies For Piece: Let the Body Be the Garden	Payee: Art Supply Co. New paints and custom panel	(\$342.80)

Income Report (Revenue + Expense)
For the 5 records below

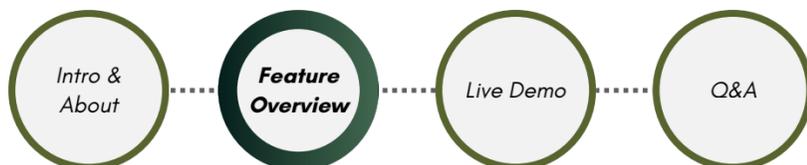
Export to XLS
For the 5 records below

Export to CSV
For the 5 records below

category Revenue Category Payee/Payer

Clear All Filters

98.55) Combined: -\$1,598.55

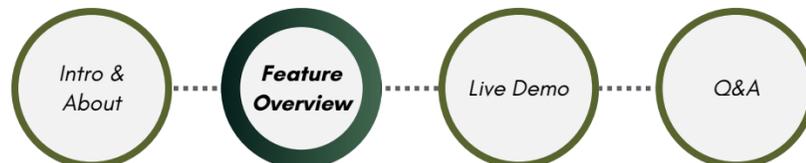


Artwork-specific Expense Tracking

Income [New Item](#) ▾

Sale Revenue: \$1,200
Other Revenue: \$500
Total Production Costs: (\$370)
Revenue - Costs = \$1,330

Type	Description	Info	Amount
November 30, 2025 Expense	Printing fees for new print run Printing	Payee: Art Supply Co.	(\$120)
July 11, 2024 Revenue	Payment for event consignment Rental	Payer: Cora Osborne	\$500
October 06, 2022 Expense	New Framing Framing	Payee: Art Supply Co.	(\$250)





Artwork-specific Expense Tracking

Upload your paper receipts from wherever you are to your expense records to track details for your overhead costs

Artwork Archive

- Artwork
- Locations
- Exhibitions
- Schedule
- Contacts
- Sales Pipeline
- Income**
- Reports/Docs
- Call Submissions

36"x36" wood panel (Expense) / Income

Edit Copy Delete

36"x36" wood panel (Expense)
 April 26, 2025
Amount: (\$114.85)
Category: Supplies
Payee: Alabama Art Supply
For Piece: Reverence (comes and goes)

170.95 originally, including 40% membership discount + sales tax (102.57 + 12.28)

Additional Files

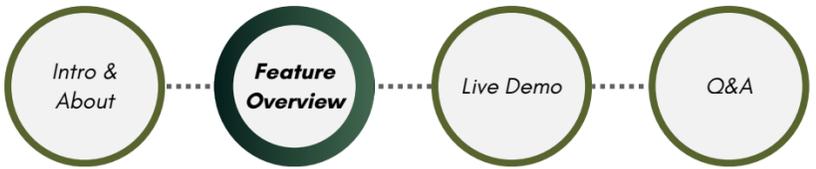
- Both paper receipts (jpg)
- Itemized receipt (jpg)

Add New File

Income [New Item](#)

Other Revenue: \$0
 Total Production Costs: (\$135.04)
 Revenue - Costs = -\$135.04

Type	Description	Info	Amount
April 26, 2025 Expense	36"x36" wood panel Supplies	Payee: Alabama Art Supply 2 Saved Files 170.95 originally, including 40% membership discount + sales tax (102.57 + 12.28)	(\$114.85)
April 26, 2025 Expense	16 oz. Clear Gesso Supplies	Payee: Alabama Art Supply 2 Saved Files 33.65 originally, including 40% membership discount	(\$20.19)



Insights

Sales Report

Sophia Rouhana

Sold

Date	Title	Values	Info
Aug 08, 2015	Remixed Sentiment	Sale Price: \$7,500.00 User Net: \$3,500.00	From: Hauser and Wirth To: Gaelle Winnifred Inventory # ACR_2017_00007
Dec 14, 2016	Undefined Prism Sky	Sale Price: \$12,500.00 User Net: \$7,000.00 Tax: 7.5% (\$937.50)	From: Tate Gallery To: Madelene Blais Inventory # OIL_2017_00007
Feb 08, 2017	Landscape with Superficial Depth	Sale Price: \$9,400.00 User Net: \$6,400.00	From: White Cube To: Gaelle Winnifred Inventory # OIL_2017_00005
Nov 06, 2017	The Perceptive Significance	Sale Price: \$12,000.00 User Net: \$6,000.00 Tax: 8.0% (\$960.00)	From: Tate Gallery To: Madelene Blais Inventory # OIL_2017_00007
Feb 23, 2018	Fragment of a Burning Square	Sale Price: \$15,000.00 User Net: \$15,000.00	From: White Cube To: Antoinette Nehring Inventory # OIL_2017_00007
May 08, 2018	Average Dimensionality	Sale Price: \$16,800.00 User Net: \$9,800.00	To: Antoinette Nehring Inventory # OIL_2017_00007
Jun 14, 2018	The Unfolding Component	Sale Price: \$4,600.00 User Net: \$4,600.00	From: Pace Gallery To: Antoinette Nehring Inventory # OIL_2017_00007
Nov 08, 2018	Average Dimensionality (Edition)	Sale Price: \$75.00 User Net: \$75.00	From: Hauser and Wirth To: Stewart K. William From Run: Print Edition: Artist Proof
Mar 04, 2019	Articulated Axis	Sale Price: \$0.00	Inventory # OIL_2017_00007
	Surface and Structure	Sale Price: \$7,500.00 User Net: \$7,500.00	Inventory # ACR_2017_00007

Sales Totals
Sales: 12
Price: \$189,875.00
Net: \$77,375.00
Taxes: \$1,897.50

Insights

Art Location Map [Reset Map View](#)



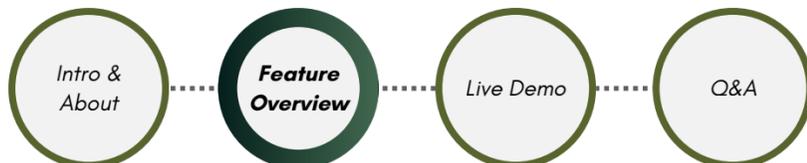
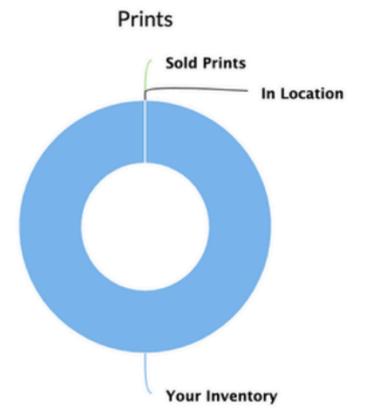
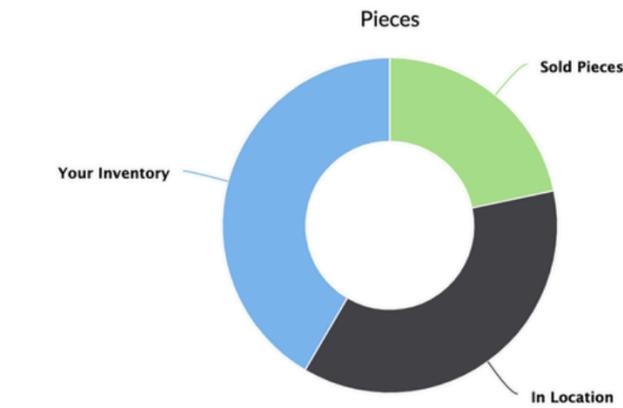
By Location

Location	Sales	Sale Price
Pace Gallery	2	\$19,100.00
White Cube	2	\$24,400.00
Hauser and Wirth	3	\$97,575.00
Tate Gallery	2	\$24,500.00

By Buyer

Name	Sales	Sale Price	Sale Net	Donations	Donation Value
Madelene Blais	3	\$39,000.00	\$27,500.00	0	\$0.00
Antoinette Nehring	3	\$36,400.00	\$29,400.00	0	\$0.00
Stewart K. William	1	\$75.00	\$75.00	0	\$0.00
Gaelle Winnifred	2	\$16,900.00	\$9,900.00	0	\$0.00

Inventory Values

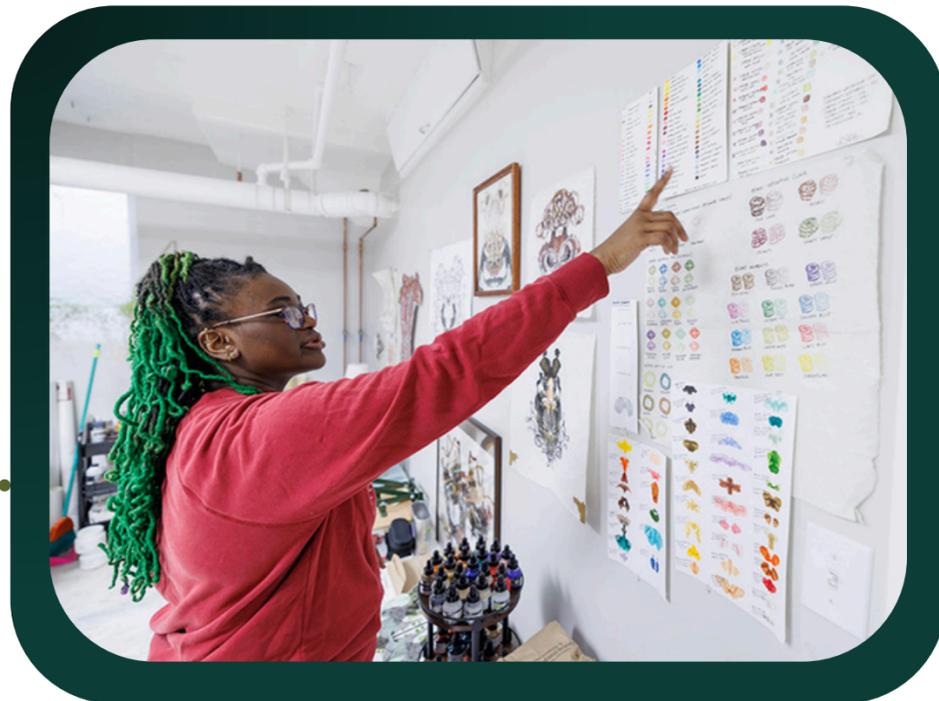




Why this matters

Artwork Archive Artists (from left to right):
Alana Walters, Rose Jaffe, and Eric Alfaro
Photographs courtesy of the artists

Business Decisions



When you can see what's selling, what's profitable, and where your money goes, you can make smarter choices about pricing and where to invest your resources.

Professional Growth



Understanding your finances helps you set realistic goals, plan for growth, and approach your art practice as the legitimate business it is.

Peace of Mind



There's real freedom in knowing exactly where you stand financially. No more wondering if you can afford that workshop or new equipment—you'll have the data to decide confidently.

Let's Dive In!

A Hands-On Demo of an Artist Account in Artwork Archive



A R T W I R K
A R C H I V E



Key Takeaways & Wrap-Up

- **Record sales** through multiple methods (proposals, invoices, direct sales)
- **Categorize and track** art-specific business expenses
- **Generate** tax-ready financial reports
- **Track insights** to understand profitability
- **Use insights** track trends throughout the year
- **Make data-driven decisions** about pricing and production

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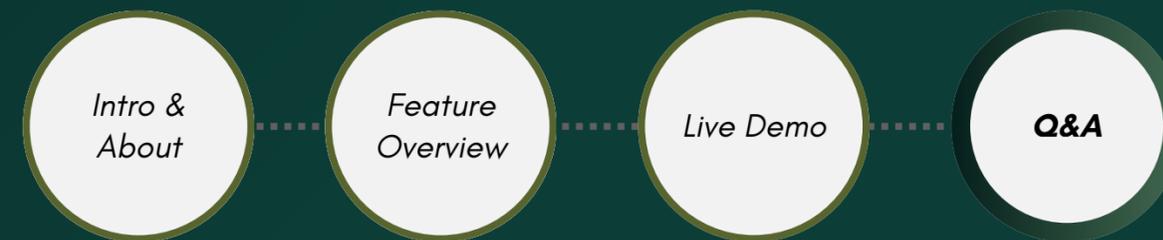


R
V

K
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Q & A

Put your questions in the Q&A!



A
A

R
R

T
C

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H



R
V

K
E



Organize with Confidence: **Bookkeeping Tools & Tips** *for Artists*

BLOG ARTICLES:

[How Artists Can Thrive in Challenging Economic Times](#)

[How I Prepare For a Successful Art Show](#)

[Ask Yourself These 8 Questions to Become a Better Artist \(and Business Owner\)](#)

[10 Things 2025 Taught Us About Being a Professional Artist](#)



DOWNLOAD



Live Learning Session + Q&A for Artists

APPLY, PLAN, PRESENT

*The Complete Artist Opportunity
Workflow with Artwork Archive*

WEDNESDAY, APRIL 15

11 AM PST / 12PM MST / 1PM CST / 2PM EST

[REGISTER HERE](#)



*Image courtesy of Artwork Archive
artist Yasha Butler*

Pricing for Artist Plans

(Annual & Monthly options available)

APPRENTICE	PROFESSIONAL	MASTER
For emerging artists looking to start their business with a solid foundation of tools.	For artists running a small business and showing work in galleries or retail spaces.	For mid-career and established artists in need of unlimited data and multi-users.
\$ 9 / mo	\$ 18 / mo	\$ 36 / mo
Paid annually or \$10 per month	Paid annually or \$21 per month	Paid annually or \$42 per month
TRY IT FREE	TRY IT FREE	TRY IT FREE
Free for 14 days. No credit card required.	Free for 14 days. No credit card required.	Free for 14 days. No credit card required.

You can find full pricing and plan information at artworkarchive.com/pricing



APPRENTICE	PROFESSIONAL	MASTER
100 Pieces	500 Pieces	Unlimited Pieces
10 Locations Track where your work is showing	50 Locations Track where your work is showing	Unlimited Locations Track where your work is showing
Single User	Single User	3 Users
	Income/Expense Tracking	Income/Expense Tracking
	Sales Pipeline Track Proposals through to the final Sale	Sales Pipeline Track Proposals through to the final Sale
	Private Rooms Share a private online collection custom tailored to your intended audience	Private Rooms Share a private online collection custom tailored to your intended audience
	Integrations + Embed Wordpress, SquareSpace, and Web Embed for your public piece data	Integrations + Embed Wordpress, SquareSpace, and Web Embed for your public piece data
	Payment Processing PayPal integration for invoice payments	Payment Processing PayPal integration for invoice payments
	Document Storage Upload files to your entire collection or for particular pieces, contacts, locations, exhibitions, sales and more.	Document Storage Upload files to your entire collection or for particular pieces, contacts, locations, exhibitions, sales and more.
		Free Data Import CSV or Excel File Import



Resources to Support Your Art Career

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team@artworkarchive.com

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