

Start Your Own Clip Art Business

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Have you ever seen an ad in a publication that was just text? Just a big block of words. I'm sure you have, and wasn't it boring? If you're scanning quickly through ad sheets, your eye won't stop at a block of grey text. It'll skip right over. To make your ad interesting and eye-catching use ready-made graphics called CLIP ART.

Clip-Arts are ready-to-use pictures, borders, headlines and other little pieces of art, printed in groups on a page, that you can clip out and use in your ads and publications. Clip art can be found at office supply stores, and from mail order dealers. Here's how you can get into the business of selling clip art.

First, you need a source of clip art. If you, or a friend, are artistically inclined, draw your own. Don't worry about having to draw it small enough, you can reduce whatever you've drawn with a photocopier. It's a good idea to make your art relatively free of small details, since they'll get lost when you photocopy the picture. Draw items that would be useful in mail order ads (business related pictures, money, mail, etc.). Then, reduce them and assemble them on one page. You now have a product you can sell!

Another source of clip art is other dealers. Many dealers sell copyright-free clip art packages that you can resell, either for 100% profit or for a commission. The only drawback is it will be the same clip art that others are selling. That's OK, though, if you make sure to advertise it in places where other dealers aren't.

Finally, if you own a computer, you have a wealth of clip art at your fingertips. Many graphics and sign-making software packages allow you to create your own graphics. These can be printed out and used as clip arts. A laser printer will produce the best, professional quality clip art you'll ever see.