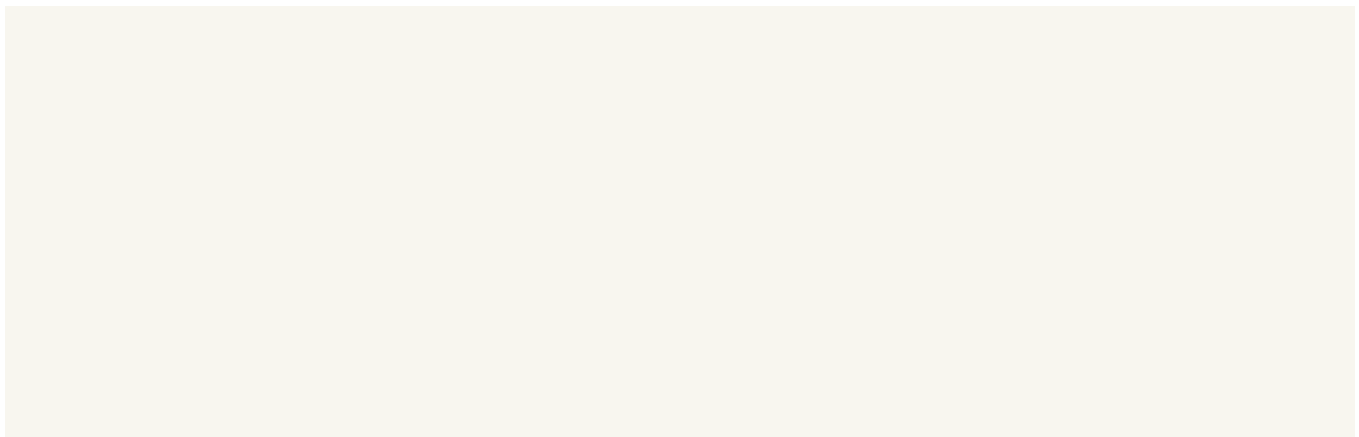


Business Plan

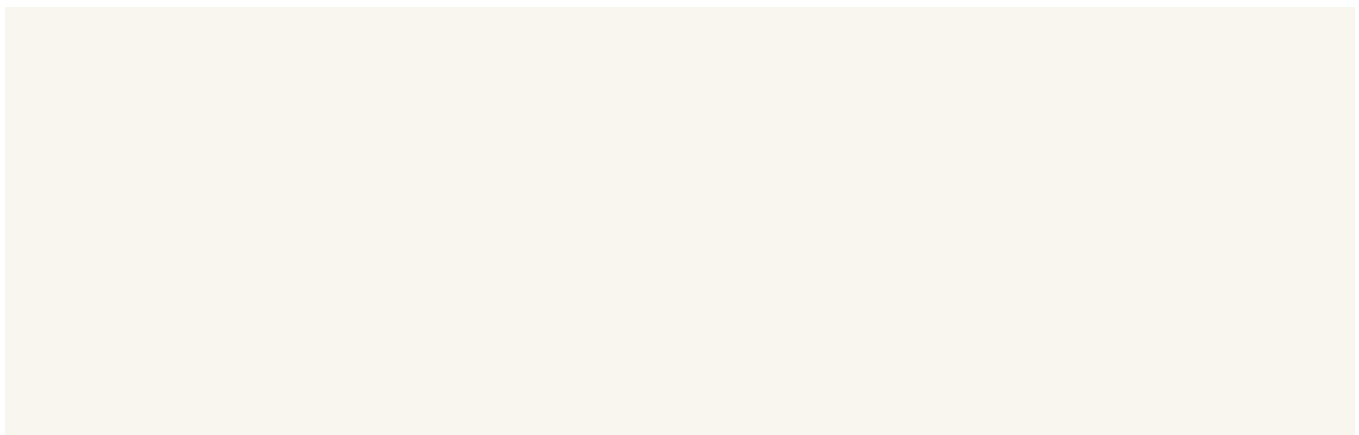
MISSION STATEMENT

What makes you unique? What are the emotional/societal/intellectual/political impacts of your artwork? What do you want your art to mean to people. Why do you want to be a professional artist?" Let this answer, and the passion you feel when you write it down, drive every other aspect of developing your art business.



VISION STATEMENT

Your vision statement should describe where you want to take your art business in the future. But, success means something different to each and every artist. Do you want to be famous? Leave a legacy? Change the way people interact with art? Get rich? Do you want gallery representation? The answer is up to you.



Your customers

THE NEXT STEP IS TO IDENTIFY WHO YOUR IDEAL CLIENT IS SO YOU CAN MARKET YOUR ARTWORK IN THE MOST EFFECTIVE WAY POSSIBLE. START BY ANSWERING THESE QUESTIONS:

The next step is to identify who your ideal client is so you can market your artwork in the most effective way possible. Start by answering these questions:

What age group and income level can afford your artwork?

What are your client's goals and how does your art help the client achieve them?

Where do your customers buy art?

Where do these buyers live, travel, or hang out?

What are their hobbies? Attitudes? Style? Interests?

TIP: With these answers, you can set up a well thought out plan of attack for your art marketing strategy. You can go where your buyers go, form important relationships, and know exactly how to talk with them confidently about buying your artwork.

What type of buyers understand your work?

Why do your clients buy art?

What connection can you find between you, your art, and your buyers?

What kind of marketing would reach them best (word of mouth, email, social media)?

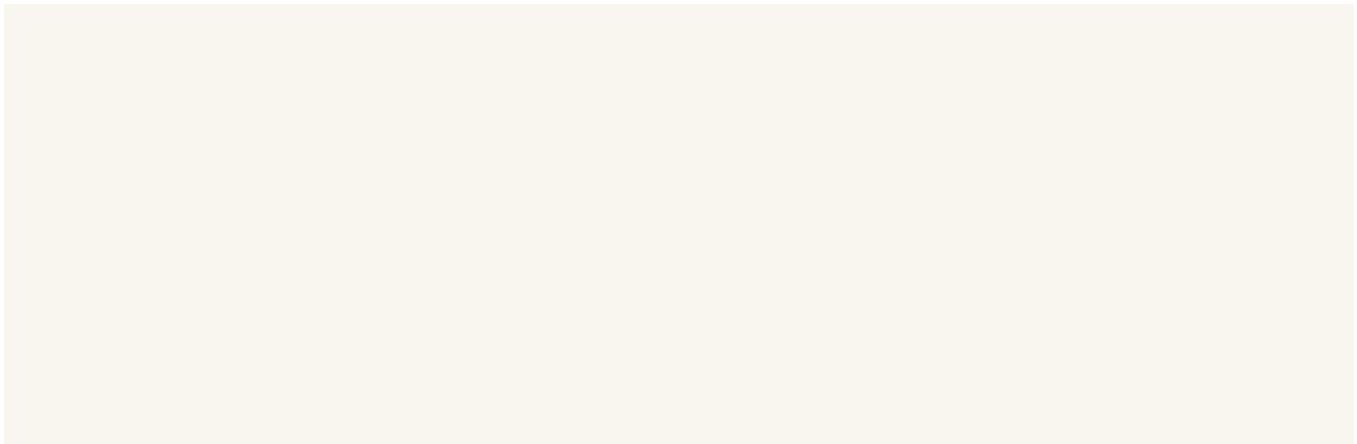
Your competitors

Much like understanding your target customer, you can't dive into the art business world without understanding the rest of the art market—and that means who you are competing with.

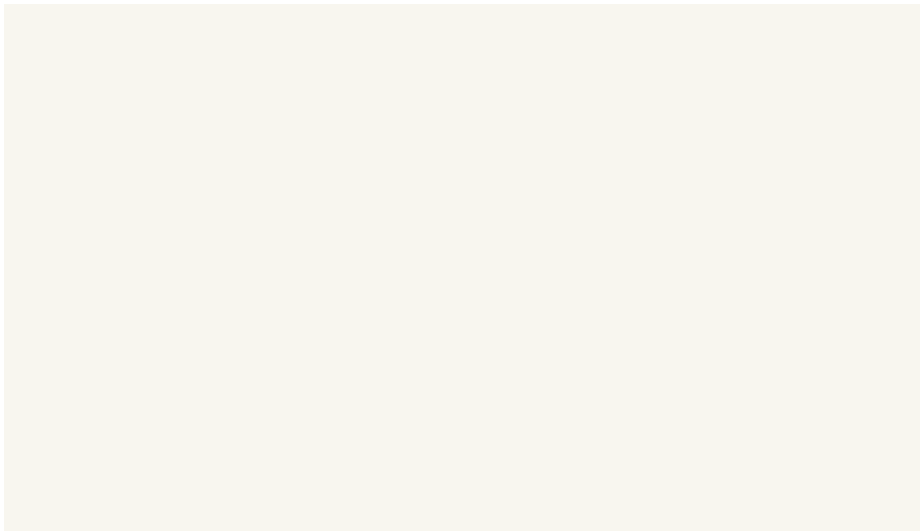
Take the time to research other artists that are similar to you.

How do your prices compare? Do they need better photos of their artwork? Do they have great connections in the art world?

What are some of the strengths of your competitors?



What are some of the weaknesses of your competitors.



TIP: Figuring out both their strengths and weaknesses can help you develop a plan for your own art business and gain a competitive advantage.

Your finances

EXPENSES

Like any business, you are going to have expenses. But, they don't have to cut into your profits if you plan for them ahead of time! In this section of the art business plan, write down the costs of everything you can think of, from supplies to renting studio space.

Item/Service	Description	Price	Total
			Grand Total

Funding

Once you've created your itemized list, you will need to formulate a plan on how you are going to pay for everything at the start of your art business.

Do you have savings built up? (You should have enough to cover at least one year of expenses to get your started if you do not have another source of income).

Do you need to apply for an artist grant?

How many pieces do you need to sell to cover all of your costs?

Is crowdfunding a good option for you?

How else can you raise money for start-up costs?

Pricing

Use this as an example exercise for determining costs and pricing.

Name of artwork: _____
 Inventory number: _____
 Link to piece in Artwork Archive: _____

Description: _____

LABOR

Time	Rate (hourly)

Notes: _____

MATERIALS

Material	Amount	Cost	Total

MISC COSTS

Material	Amount	Cost	Total

TOTAL

Labor	
Materials	
Misc.	
Total costs	

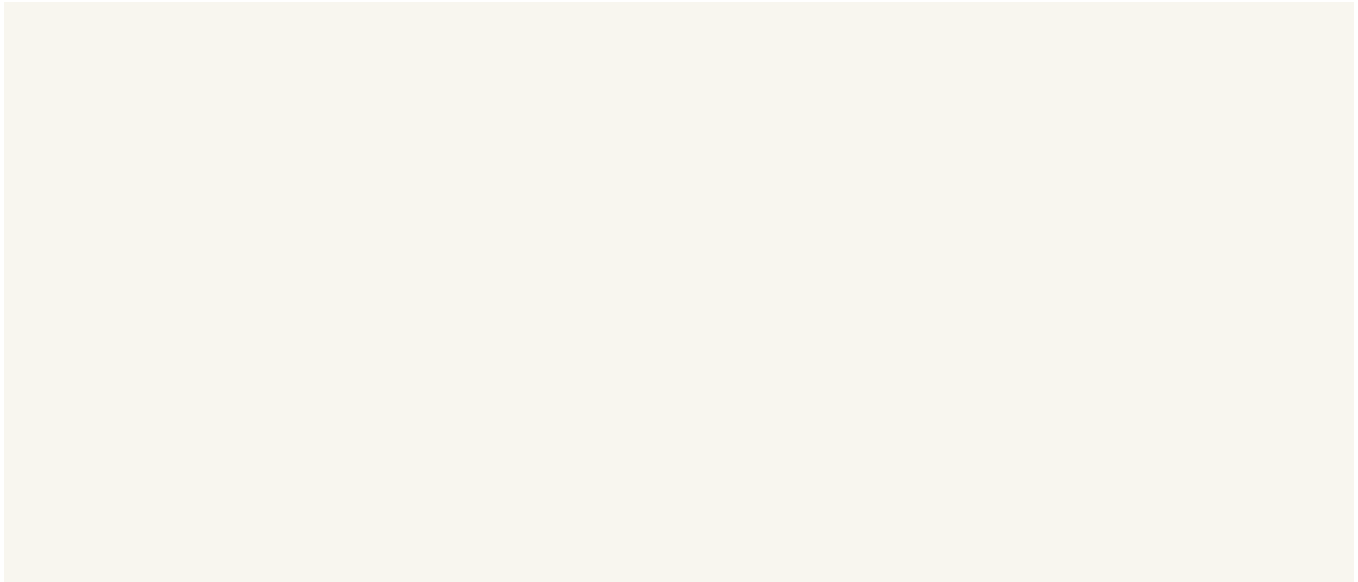
SUGGESTED PRICING

Total costs	
Wholesale (costs x 2)	
Retail Price (wholesale x 2)	

Market Analysis

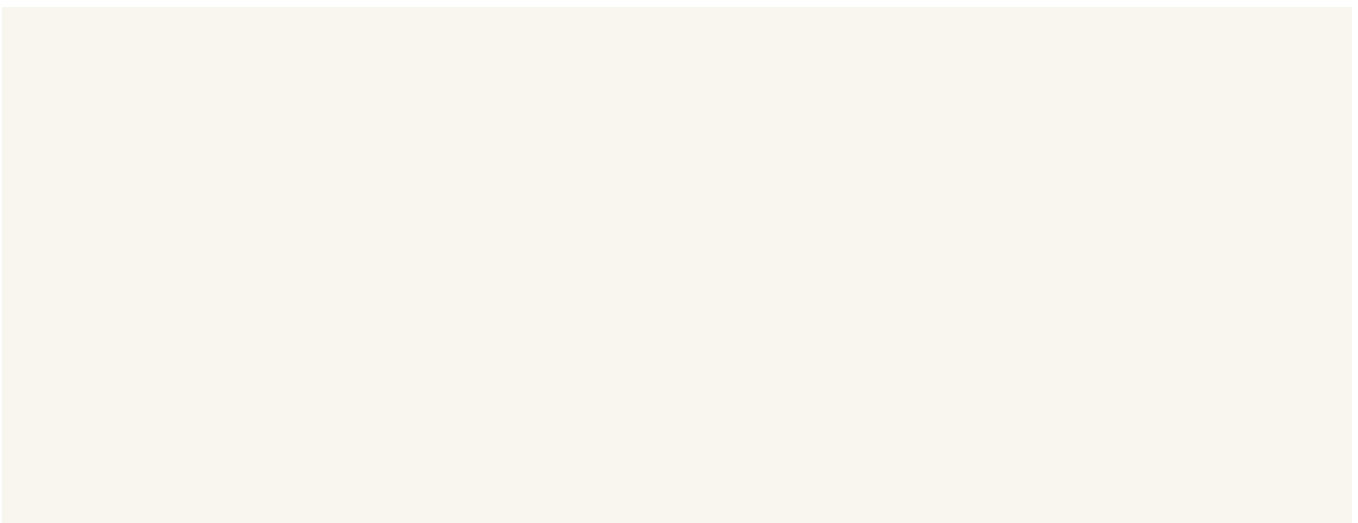
WHAT IS THE CURRENT STATE OF THE ART MARKET HOW IT RELATES TO YOUR WORK?

What ideas do you have that are unique or a different way of marketing your work?



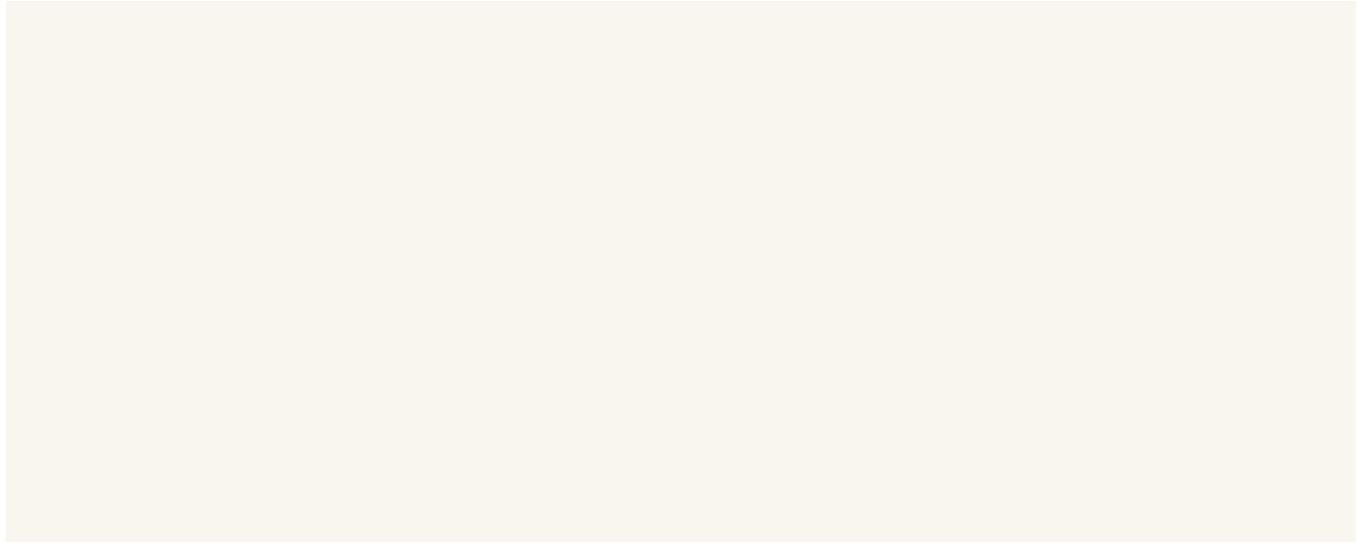
MARKETING PLATFORMS

Based on the profile of your ideal buyer, settle on the exact marketing strategy that complements your art business. Think about which of these art marketing outlets you should use: social media, email newsletters, art fairs, galleries, blogging, etc.

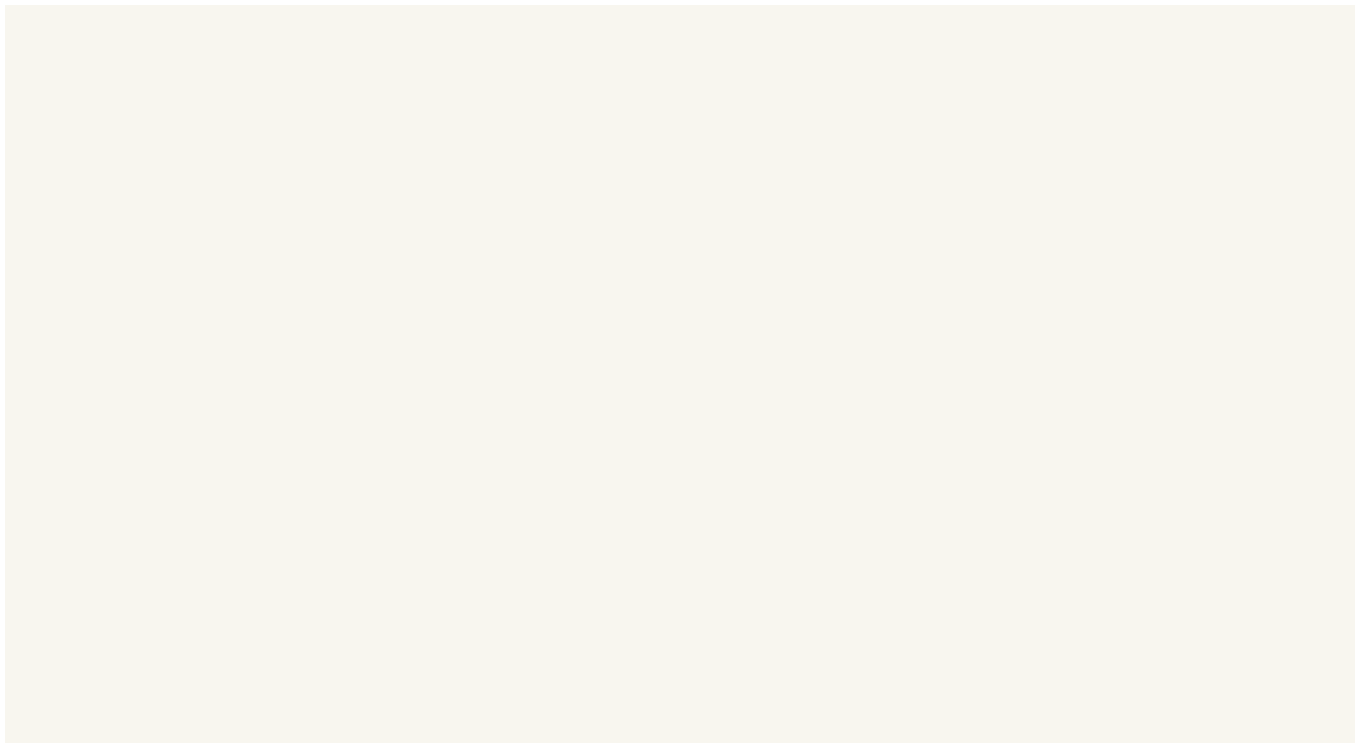


WHERE TO SELL

Whether you target physical galleries, sell online, network within artist associations, or rely on a mixture of opportunities, determine where your potential customers will have the most eyes on your art.

**YOUR STORY**

The next step is to write down your story as an artist. This is one of the most important steps because it's how you can form a worthwhile connection with your possible collectors.



Your process

List out every single step of your art business workflow, from creation to sale. This will help you truly understand how long the process takes and how you should plan your schedule. Plus, it's a handy document to refer back to it in case you get stuck on what to do next! Here's an example of what your process could look like:

- BUY SUPPLIES
- BEGIN PIECE
- SHARE WORK-IN-PROGRESS PICTURES ON SOCIAL
- FINISH WORK
- TAKE PHOTOS OF FINISHED ARTWORK
- LIST PIECE AND DETAILS ON ARTWORK ARCHIVE
- PUT PIECE UP ON PERSONAL WEBSITE
- SHARE ON SOCIAL
- EMAIL COLLECTORS
- SUBMIT ARTWORK TO UPCOMING SHOWS
- GENERATE INVOICE
- RECORD SALE IN ARTWORK ARCHIVE

