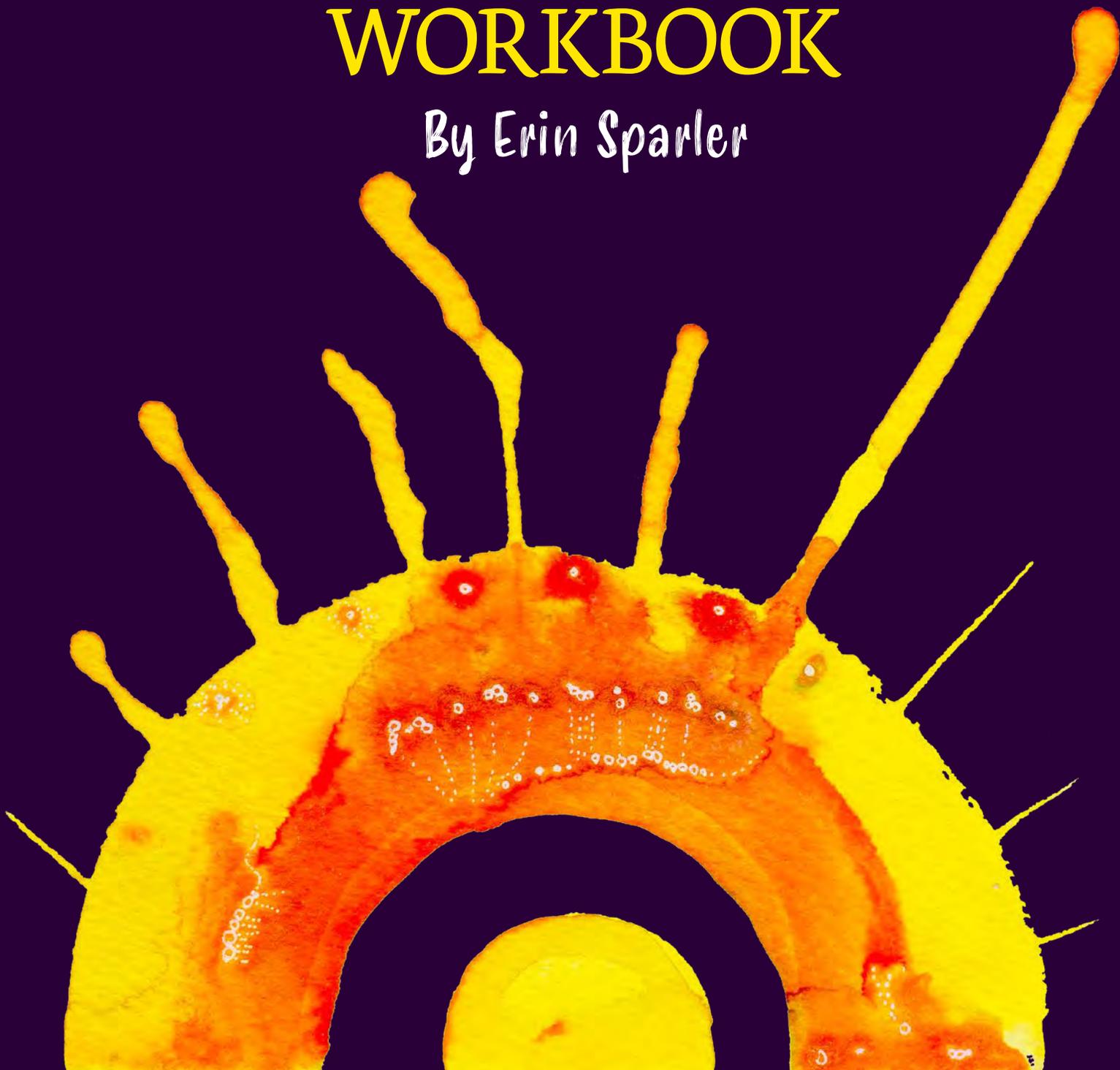


# The Artist APPEALS

## WORKBOOK

By Erin Sparler



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# How to Use This Workbook

Welcome to THE ARTIST APPEALS Workbook. I have created this workbook to accompany the book THE ARTIST APPEALS.

THE ARTIST APPEALS Workbook contains worksheets and checklists for each of the steps of the ARTIST APPEALS System. My seven-step system teaches artists like yourself to make money with your art.

I created this workbook separate from THE ARTIST APPEALS so it can be updated as the industry changes. It also allows you to fill in the worksheets and remove the checklists for use in your day-to-day business.

If you want to print additional copies of the worksheets or checklists, you can download the printable version at [TheArtistAPPEALS.com](http://TheArtistAPPEALS.com).

**Bonus tip:** Laminate the checklist pages from the workbook. Then you can use a whiteboard marker to check off items; when you want to use the checklist again, you can wipe it clean and reuse it.

# The Seven Steps of the Artist APPEALS System Summary

THE ARTIST APPEALS is the system I created based on my research on the business of art. This easy-to-follow process shows you how to build a cohesive collection of work, promote it, and license it so it can continue to work for you and make you money.

THE ARTIST APPEALS is a comprehensive seven-step system. You can easily remember the steps by remembering the acronym APPEALS. You want your work to APPEAL so people buy and collect the things you make. APPEALS stands for Art, Product, Presentation, Educate, Amplify, License, and Success. What follows is an overview of the system:

<b>Step 1. Art</b>	<b>The fastest way to develop your artistic voice and create a cohesive collection of art, design, or photography.</b>
<b>Step 2. Product</b>	<b>How to turn your work into a product and how to price it for wholesale and retail.</b>
<b>Step 3. Presentation</b>	<b>How to present your work on the shelves, in the stores, and when shipped.</b>
<b>Step 4. Educate</b>	<b>How to write about your work and how to share its features and benefits using stories to increase sales.</b>
<b>Step 5. Amplify</b>	<b>How to scale your business with systems and automation.</b>
<b>Step 6. License</b>	<b>Key terms you need to understand when licensing your work.</b>
<b>Step 7. Success</b>	<b>How to plan for, define, and measure success.</b>

I want to provide you with the best and most useful and actionable information. And to do so here is an overview of the information covered in THE ARTIST APPEALS. The companion book reveals more tips and tricks as well as stories from the guests of THE ARTIST APPEALS podcast.

**\* IF YOU HAVE NOT YET PURCHASED OR READ THE ARTIST APPEALS, YOU CAN GET YOUR COPY AT [THEARTISTAPPEALS.COM](http://THEARTISTAPPEALS.COM).**

## Step 1: ART

You, the artist, create a body of artwork. Your artwork should have a style, a theme, or a voice, preferably all three. In THE ARTIST APPEALS, I discuss the difference between a style, theme, and voice. And I explain how to develop yours.

After you have created a body of work, it can be easy to squirrel that artwork away in the closet, never to be seen again. I know, because I'm guilty of making art, lovingly preserving it in an elegant leather portfolio, and storing it in the closet and doing nothing with it. I've used any number of excuses: the collection is not complete; I don't have time to photograph, color correct, or upload it all.

I did this for many years. I still have tons of artwork that has never seen the light of day. We, as artists, use any number of excuses to mask our insecurity about sharing our artwork. Let's be honest; it's scary to share your artwork! What if they don't like it? What if they make fun of it? What if they make fun of you?

People can be unkind; they can be insensitive, dense, and mean. Steel yourself for it. We artists are easy targets. We are outside the norm. We make things. For whatever reason, others can find this strange, different, or even threatening. But please, don't let this stop you from sharing your gift with the world.

We artists have been taught it is "selling out" to actively promote our art and expect to earn money for our efforts. But that's exactly what it takes to make art. Effort. Why shouldn't you be able to earn a living from all the training, time, and effort you put into making art?

The A in the ARTIST APPEALS stands for artwork. You, the artist or craftsman, develop a body of work for a reason. It may be to illustrate a concept, to decorate a home, to express yourself, or to promote a social cause. Whatever the reason, you need to make money so you can live. It's a myth that if you make it, they will come. And it is an unkindness that society devalues the education and the effort required to make art. You need to make a profit on your artwork so you won't just get by, but so you can prosper and make more art.

To earn a living as an artist, you must learn how to promote and sell your artwork for a profit. THE ARTIST APPEALS System teaches you how to create a product, present your products, educate and grow your audience, and license your artwork so you can make more artwork.

## Step 2: Product

P stands for product. Notice I placed product before presentation. Until this point, the focus in most art schools has been on the creation of a portfolio, the presentation of your work in a traditional book-style format. Even with the invention of websites, the page that showcases your artwork is often still referred to as a portfolio, even though it doesn't need to be in a linear format like a traditional portfolio.

But in the business world and in this product-centric, market-driven economy, the product comes first. And the story behind the product drives the presentation.

In the ARTIST APPEALS System, you focus on learning how to create products that are unique to the market and fill a niche. I explain how to develop and prototype your products, as well as how to price your products for wholesale, distributors, and retail.

I talk about how to create a tiered product offering. Creating a variety of products and different price tiers offers customers different entry points. Using a three-tiered pricing scheme is a standard business practice. Offering products in a low, medium, and high price bracket allows you to reach more people, grow your customer base with repeat clients, and create collectors.

## Step 3: Presentation

One of the most overlooked aspects of art is the presentation. It is undervalued due to lack of experience, lack of knowledge, and cost. It is expensive to present or frame artwork, so artists cut corners because they feel they have to.

What is needed, though, is a well-thought-out presentation that complements the work and increases the perceived value. To understand perceived value, think about a luxury brand like Rolex. There are hundreds if not thousands of other watch manufacturers out there. But what makes Rolex so special? Its perceived value. Rolex has invested a lot of time and effort in presenting their watch. They have made their watch into a status symbol. You must make your artwork just as valuable through how you present it. Remember, many people collect fine art as a status symbol. Your display of the work should make people want to handle it with care. Regardless of whether it is a photograph, a piece of jewelry, or a piece of pottery, you have to convey to the store owner, the customer, and anyone else looking at the work its value through the presentation.

Presentation is the first way in which you educate your audience.

## Step 4: Educate

Instead of feeling as though you can't sell or that marketing is scary, I encourage you to think of marketing as education.

- ▶ Education is sharing.
- ▶ Storytelling is sharing.
- ▶ Education is the sharing of knowledge.
- ▶ And knowledge is mankind's greatest gift.

Sharing on an individual level with the intent of exchanging goods or services for monetary value is selling. And sharing at scale is marketing. By sharing the story behind your work, selling and marketing become storytelling. The most effective marketing platform for promoting your work is with story. Share the benefits and the value of what you create. Marketing in its oldest form is education through story.

Not educating my audience is perhaps one of the biggest mistakes I ever made. I used to believe that everybody could see and understand the symbols and messages in my artwork. I believed that they would instantly see the possibilities in my products. It is very easy to forget that not everybody has artistic training.

Not everyone is creative. Not everyone has your vision. You need to share your vision. You need to share the potential uses for your art, design, or products in a way that is easy to understand. Educating your audience is one of the best things you can do to create a collector and develop customer loyalty.

There are people who have never been exposed to original artwork. They may never have taken an art history class, been to a museum, attended an art opening, or been to a craft show. We as artists need to remember that not everybody is familiar with or understands the techniques or methods that we use to create our work. You have to communicate the importance, the meaning, and the benefits of your work to your collectors and buyers.

Some of the information that you need to convey to your audience to educate them about your artwork and products are:

**Materials used:** Maybe you need to share the archival attributes of the substrate, the pigment, and the framing materials.

**History:** Is there any historical precedent to your artwork? If so, convey the history behind your style.

**Symbolism:** If there is a meaning to your work or symbolism in your work, convey this to your audience.

When you educate your audience, you empower them. You make them more confident in themselves and their purchases and investments. The buyer will be better informed and happier with their purchase. No one likes to feel like they made a bad decision. So when we have knowledge or when we know the right questions to ask, we can buy with confidence. And when your customers make future purchases, they will feel more comfortable. By educating your audience and answering their questions honestly and openly, you create trust and rapport.

## Step 5: Amplify

The second A in the APPEALS System stands for amplify. After you have educated your customer base, you need to extend your reach to other customers. You can increase your visibility in many ways. Social media and the Internet allow you to increase your exposure and amplify your reach exponentially. You can share your artwork through social media platforms such as Pinterest, Instagram, YouTube, Facebook... The list is endless. The real issue here is volume.

It is easy to become overwhelmed with the number of social media platforms and all the ways you are supposed to market yourself. What you need is a method for focusing on the most essential projects. The APPEALS system uses a quadrant system based on the traditional productivity quadrant system that allows you to focus on the projects that provide the most benefit while being easy to accomplish.

In marketing, they say you need to get your brand in front of customers seven times for them to remember you. This number has increased with the glut of marketing and media we are all exposed to. People are overwhelmed by email, ads, Facebook, Facebook ads, and so on. People don't have the mental capacity to remember your work.

You need to remind them that you're still around and that you're creating new artwork and new products. Sharing in a consistent and friendly, story-based format is the key.

To do this, you need to automate your marketing. There are 101 applications that can help you to do this. Unfortunately, technology changes so rapidly that by the time this book is released, new application and apps will be available to make your marketing efforts faster and more efficient. To compensate for these rapid advancements, I have made a web page where I share my technology recommendations for automation. I base my recommendations on things like how easy are they to use, can I do it on my phone, and is it free or inexpensive.

\* PLEASE VISIT [THEARTISTAPPEALS.COM](http://THEARTISTAPPEALS.COM) FOR THE LATEST AND GREATEST SOFTWARE RECOMMENDATIONS, APPS, AND "TECH STACKS" I'M USING.

## Step 6: Licensing

Licensing is where you sell the rights to reproduce your artwork to a manufacturer for use on their products. This means they handle the production of products, the distribution, and hopefully the marketing. They then pay you a royalty on each product sold. You retain the copyright to your artwork.

This is a great way to increase the amount of money you make with less effort. Or at least this is the idea. Licensing your work to a larger company is meant to decrease the amount of time you spend on marketing and distribution. It's supposed to free you up so you can make new artwork.

But licensing takes time, patience, and persistence. It also involves reading. You must learn to read contracts and understand contractual terms and royalty rights. In the APPEALS System, I try to equip you with a solid understanding of the main concepts and terms found in most licensing contracts. However, I still highly recommend hiring a good lawyer who is familiar with standard rates and practices for your specific market.

## Step 7: Success

How do you measure success? Do you measure success? You should. For a long time, I didn't. I bounced from one goal to the next without stopping to appreciate what I had accomplished. When you accomplish a task, achieve a goal, or have some small measure of success, celebrate it. Enjoy it. And share it! Success makes a great story. And who doesn't love a story with a happy ending? Success breeds more success. People want to do business with other people who are successful.

And when you don't reach your goal or fail at something, take a step back. Regroup, reframe, and try again.

# Step 1: ART

## Objective

Create a collection of artwork that has a common theme or subject and contains at least 7 to 20 pieces that coordinate or work together. Your collection should be cohesive and unified and have a defining style that is consistent among all the pieces.

Identify at least one target market that you believe this collection would appeal to. Understand who your work appeals to and base the selection of your collection on what will appeal to your audience. List your target market in the space provided below.

## Exercise 1

Brainstorm your next collection here. A collection of artwork should be coordinated and cohesive.

## Directions:

1. Select or create three to four central images based on a theme.
2. Select or create three to four coordinated backgrounds, borders, and supporting elements to go with your central images.
3. Combine the central images with the backgrounds, borders, and supporting elements to create final images and repeating patterns.

\* TO SEE MORE EXAMPLES OF A COLLECTION FOR ART LICENSING OR TO LEARN HOW TO DEVELOP OF A COLLECTION PLEASE VISIT [THEARTISTAPPEALS.COM/TAAWORKBOOK](http://THEARTISTAPPEALS.COM/TAAWORKBOOK)

No time? No space? No problem.

\* SUGGESTED SEARCH TERM: "SMALL STUDIO SOLUTIONS"

Create a mood board of your dream studio here:

Find and paste images of your dream studio here. You can find images and print them out. You can draw a layout. Get creative.



## Exercise 1

Practice getting into the state of flow faster. Begin your art sessions or work sessions by painting an ensō, drawing a Zentangle, or creating a repetitive doodle.

### Checklist: Art for Meditation: How to Paint an Ensō

One way to quickly and easily relax is through the practice of painting an ensō. It can literally take just one breath to make a piece of art. Drawing ensō is an easy and fast way to create art every day. In this meditative practice, you paint a circle in one stroke. You can draw or paint a circle anywhere: on paper, in the sand, or on a rock with a wet finger.

- Stand up straight. Breathing in, let your chest rise and ribs expand.
- Breathing out, relax your shoulders and muscles.
- Take a deep breath, and then slowly let it out.
- Still your mind.
- Dip your paintbrush about a quarter of the way into the paint, or if you are using a prefilled watercolor brush (one of my favorite tools), squeeze gently.
- Place your paintbrush on the paper. While breathing in, slowly drag the brush from the 6 o'clock position up and around clockwise to 12 o'clock.
- Exhale as you bring the arc of the circle down from 12 to 6.

These circles are referred to as ensō. This practice of drawing ensō has been around for hundreds of years. They are often accompanied by a haiku or poem.

Simple though they may seem, ensō are indeed works of art. Artwork doesn't have to be complicated and hard. Creating a small or simple piece of artwork daily is a great way to get into a regular habit. It is easy and meditative.

\* TO SEE THE COMPLETE ENSŌ CHALLENGE WHERE I CREATED AN ENSŌ EVERY DAY FOR THREE YEARS, PLEASE VISIT MY INSTAGRAM ACCOUNT ERIN@CIRCLES.

## Art Challenge: Make Something Every Day

Challenge yourself to create one piece of artwork every day. Hold yourself accountable by announcing it and posting your artwork on the social media platform of your choice. Pick one theme, subject, or style. Pick one element of design or one technique, and explore that element each day. Allow it to grow and expand through this exploration of daily art. If you enjoy the work, continue creating new work for your challenge. If you don't enjoy the challenge, let it come to an end and set a new one.

If you're just starting out and you want to create art every day, I would suggest starting with a short 7-day challenge. You can use your phone to do a photography challenge. You snap a photo with your camera and post it to Instagram. Or you could do a small drawing, painting, or sculpture every day.

After you've successfully completed a 7-day challenge, you can extend the challenge to 30 days, then 60, then 90 days. Before you know it, 365 days will have passed. This will help you develop your skills and body of work, as well as potentially grow a following. You also might find that there are side benefits to creating work every day. For many creatives, the act of creation is meditative and relaxing. So you may find that the process of creating something every day makes you a happier and that you have a more pleasant day.

**\* TO SEE EXAMPLES OF PEOPLE DOING CHALLENGES, GOOGLE THE SEARCH TERM: "MAKE ART EVERY DAY CHALLENGE" OR SEARCH THE HASHTAG #MAKEARTEVERYDAY.**

Don't have a website or blog to post your work to yet? That's OK. Post your work to the social media site of your choice and tag your work with several appropriate hashtags. You are also welcome to share your work in the ARTIST APPEALS Facebook group! I would love to see what you're making!

### Checklist: Creating Art Every Day

You will need several items to create art every day. One, you will need a notebook or device. And two, you will need a phone or tablet to take a picture of your work so you can post it to social media.

The most important things you need to create art every day:

- A commitment to the challenge.
- A small space where you can work daily, or portable supplies you can have with you at all times.
- A place you commit to sharing or posting your work to hold yourself accountable.
- A way to photograph your work.

## Checklist: Art Challenge

- Choose how you will create: choose a small notebook that you can carry everywhere with you, use your phone, or decide on an app.
  - I have chosen a notebook.
  - I am going to use \_\_\_\_\_ medium.
  - I am going to use my phone.
  - I will use \_\_\_\_\_ app to create on my iPad, tablet, or phone.
  
- Determine what you need to have your chosen creativity tool on hand at all times.
  - I have found a great bag that will hold my supplies.
  - I have purchased and equipped my bag with my journal, portable watercolor brushes, oil pastels, intense watercolor pens, or other portable supplies.
  - \* I SUGGEST LIMITING YOUR COLOR CHOICES AND ONLY BRINGING A FEW. IT FORCES YOU TO BECOME MORE CREATIVE.
  - I have a case so I can take my iPad, tablet, or phone safely with me.
  - I have a way to set up my iPad, tablet, or phone so I can take photos.
  - \* FOR EXAMPLE, BUY A POP SOCKET, A CASE WITH A KICKSTAND, OR A SMALL TRIPOD FOR YOUR PHONE.
  - I have purchased a small ring light so I can get the best lighting.
  - \* IF YOU WANT A FULL LIST OF TRIPOD AND LIGHTING OPINIONS AND POINTERS ON HOW TO USE THEM, CHECK OUT THE COURSE HOW TO PHOTOGRAPH YOUR ART ON THEARTISTAPPEALS.COM.
  
- I have chosen a theme or subject:
  - I will paint, draw, or photograph \_\_\_\_\_  
(ex: just lines, circles, clouds, birds, letters, etc.).
  
- Choose how long you will do your challenge:
  - I will make a piece of art every day for \_\_\_\_\_ days

- Commit to where you will post to hold yourself accountable:
- I will post my piece of work—good or bad—to \_\_\_\_\_ every day.
- Chose the hashtags you will include:
- I will use the following #hashtags to promote my work and make it searchable.

\* NOTE: YOU CAN CREATE COLLECTIONS OF HASHTAGS TO USE FOR DIFFERENT COLLECTIONS, STYLES OF WORK, OR TYPES OF POSTS. JUMP AHEAD TO PAGE 70 FOR A WORKSHEET TO PLAN YOUR COLLECTIONS OF HASHTAGS.

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**Tip:** You can use up to 30 hashtags on Instagram, but fewer in most other social media. Create a list of your primary hashtags and save it in a document on your phone. Then you can copy, paste, and add your hashtags to your post quickly and easily.

## More tips and tricks

- ▶ Create first thing in the morning. This way you're not trying to fit it in right before bed or feeling rushed. Start your day out right by creating a small piece of art and seeing where it takes you.
- ▶ Use your phone's camera to snap a photo of your work in progress. Or better yet, take a video or a time lapse video as you work to share on social media.
- ▶ If you don't have good lighting, photograph your work outside in the shade for the best light.
- ▶ If you have a little extra time, are going away, or know you're going to be busy, work ahead.
- ▶ It is OK to post in the in-between moments.
- ▶ Choose one theme, but be willing to vary your style.

## Checklist: Commissioned Art Timeline

This is a sample timeline for the development of a product for a business or a client. The weeks may change depending on how long it takes to have the product produced.

The most important part of the timeline is making sure you clearly communicate with the client. Notice that a large amount of time in the beginning is used to discuss what you're going to make for them, how much it will cost, and when you will get paid. Never start work on project or purchase supplies and materials without getting a contract and deposit.

**\* NOTE: SOME COMPANIES WILL WANT YOU TO SIGN AN NDA OR A NON-DISCLOSURE AGREEMENT. THIS MEANS YOU CAN'T TALK ABOUT THE PROJECT OR SHARE DETAILS WHILE YOU'RE WORKING ON IT. THIS IS SO ANOTHER COMPANY CAN'T COPY YOUR DESIGN OR THE PRODUCT. IF THIS IS THE CASE, YOU CAN'T DO THE ONGOING MARKETING SUGGESTED FOR WEEKS 7-12. HOWEVER, IF YOU DON'T HAVE AN NDA, YOU CAN AND SHOULD SHARE AND POST ABOUT WHAT YOU ARE CREATING!**

- Week 1:** Research potential businesses, customers, or clients.
- Week 2:** Approach potential businesses, customers, or clients.
- Week 3:** Hold the first meeting with the client to discuss the project. Discuss terms. Create an initial draft of the contract.
  - Make sure to discuss what you will deliver, how much it will cost, and when you will get paid. You will also want to outline how many revisions to the idea and to the prototype the client can make. Normally they can request one free revision at the design stage and one free revision at the prototype stage. Any additional revisions include an extra charge.
  - Contracts generally specify that you get paid a deposit when the contract is signed. You receive a portion when you deliver the design idea, mock-up, or prototype. You get the final payment of the remainder of the agreed-upon amount when the final product is delivered.
- Week 4:** Hold the second meeting with the client to discuss and revise the contract terms and proposed project deliverables.
- Week 5:** Contract signing and first deposit due. Hold a third meeting with the client to sign the revised contract.
- Week 6:** Work begins. Create the initial concept sketches, designs, and ideas.
- Weeks 7 and 8:** Hold a fourth meeting where you deliver three or four project ideas, concept sketches, or thumbnails to the client. The client selects the design.

You may also want to discuss packaging ideas and presentation for the designs.

## ONGOING MARKETING

- Weeks 7–21:** Do you have an NDA? No? Contribute to the marketing! Market and promote the products created by you and your client by sharing behind-the-scenes process photos and videos.
- Weeks 9 and 10:** Make any revisions or alterations to the selected design and then resubmit the final design to the client.
- Week 11:** Hold a fifth meeting with the client. The client signs off and gives final approval of the final design.
- Week 12 and 13:** Develop a prototype from the final design.
- Week 14:** Submit the prototype of the final product to the client for approval to begin final production. The client approves the prototype or may ask for one allotted revision.
  - This is where it is especially important to make sure the quality of the final product is acceptable. Is the placement of the design on the product correct? Are the colors correct?
  - PROTOTYPE ACCEPTED:** If the client likes and is happy with the prototype or mock-up, the client should sign off and give approval for the final production to begin. The client pays the second payment. The deposit should cover material fees, production fees, and your time.
  - PROTOTYPE NOT ACCEPTED:** If the client does not like or is not happy with the prototype or mock-up, you should account for one revision. Additional revisions to the designs at this point should be extra.
- Week 15:** If corrections to the prototype were needed, revise the prototype. Otherwise, production begins!
- Week 16:** If corrections to the prototype were needed, hold the sixth meeting with the client to review the revisions to the prototype and discuss if any further revisions are needed. Any further revisions require additional fees.
- Weeks 16–19:** Production time.

- Week 20:** Hold the seventh meeting with the client where you deliver the completed project! Final payment due. Celebrate!
- Weeks 20 and 21:** Assess the client's satisfaction with the product and system through surveys and/or meetings. Review the results.
- Weeks 21 and 22:** Evaluate and assess the success of the project and timeline. Does the timeline need to be revised? Are there things to add? Were any issues encountered? Do you need to charge more for your time? Address any issues with the program and revise it for the future.

\* TO HEAR STORIES ABOUT OTHER ARTISTS' COMMISSION PROCESS, CHECK OUT THE PODCAST THE ARTIST APPEALS.



## Worksheet: Finding Your Voice and Documenting Your Theme

Below are a few examples of subgenres within different media. Select the ones that resonate with you and circle them. Add to them by brainstorming as many different niches as you can think of for each subgenre. Add your ideas in the space provided.

*“I was very careful to target specific markets. When I left art school, I realized that what my teachers were doing and what my fellow students were doing was nice, but that wasn’t the world. I went into bookstores and carefully looked at what the publishers were publishing, and I geared my portfolio that I was showing these publishers to specific areas within publishing.”*

— Don Maitz, book cover illustrator

### PAINTING Specializations

- ▶ Landscapes
- ▶ Coastal
- ▶ Southwest
- ▶ Urban
- ▶ Portrait
- ▶ Realistic
- ▶ Caricature
- ▶ Sci-fi
- ▶ Abstract
- ▶ Expressionism
- ▶ Other
- ▶ \_\_\_\_\_
- ▶ \_\_\_\_\_

### SCULPTURE Specializations

- ▶ Historic
- ▶ Military
- ▶ Abstract
- ▶ Kinesthetic
- ▶ Other
- ▶ \_\_\_\_\_
- ▶ \_\_\_\_\_

## POTTERY Specializations

- ▶ Functional
- ▶ Abstract

▶ Other

- ▶ \_\_\_\_\_
- ▶ \_\_\_\_\_

## ILLUSTRATION Specializations

- ▶ Medical illustration
- ▶ Hand lettering
- ▶ Logo design
- ▶ Children's book illustration

▶ Magazine illustration

▶ Other

- ▶ \_\_\_\_\_
- ▶ \_\_\_\_\_

## PHOTOGRAPHY Specializations

- ▶ Landscape:
- ▶ Promotion for garden and landscape projects and venues
- ▶ Environmental
- ▶ Architecture

▶ Real estate

▶ Other

- ▶ \_\_\_\_\_
- ▶ \_\_\_\_\_

## Portrait Photography Subspecialization

- ▶ Proposal and engagement
- ▶ Wedding
- ▶ Boudoir
- ▶ Baby
- ▶ School

▶ Sport

▶ Senior

▶ Other

- ▶ \_\_\_\_\_
- ▶ \_\_\_\_\_



# Worksheet: Business and Domain Name

## Directions

Brainstorm names for your business in this worksheet.

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Do you want to use your last name? Try variations of a name that incorporates your last name and what you do.

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List any and all variants such as plurals, misspellings, and spellings that include numbers.

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Brainstorm phrases, words, and concepts associated with the business idea or your style of work.

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Now that you have a bunch of ideas, begin eliminating business names by checking the following items and crossing off the ones that will not work.

### Check the following

- Search domain name availability. Is the domain name available? Is .com available? What other domain name endings are available?
- Is the name searchable? Are people looking for a search term similar to this?
- Check with the small business bureau in your region. Is your name available?
- Search on the US government trademark website to see if the trademark for your name or phrase is available. Is the trademark available?
- Is the name memorable? Can someone understand and remember your business name easily? Do people respond to your business name?

Business Name	Domain Available? Yes/No	Small Business Fictitious Name Available? Yes/No	Trademark Available? Yes/No



## Worksheet: Brand Planning

Brainstorm your brand by creating a mood board. Then answer the following questions. Finally record your choices on the Worksheet: Record Your Brand Materials on the following page.

Create a mood board. Save, take, and collect images. Look at the internet and magazines. Don't forget to look at and add your work! Print images you like. Cut and paste your favorite images below to create a collage. What are the dominant colors and images and styles you think represent your brand?

Create your mood board here:



Look at your artwork. What are the dominant colors that reoccur in your artwork? Select two or three colors. List them here.

Color #1 \_\_\_\_\_

Color #2 \_\_\_\_\_

Color #3 \_\_\_\_\_

Research fonts by visiting a website like 1000fonts.com. List the styles and names of fonts you feel best embody your brand.

Font #1 \_\_\_\_\_

Font #2 \_\_\_\_\_

Font #3 \_\_\_\_\_

Brainstorm a concise message that embodies that an overall feeling for your brand.

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## Worksheet: Record Your Brand Materials

Record your brand colors, fonts, tagline, and style below. Refer to this worksheet to make sure your brand stays consistent. Use this worksheet and the following one to make sure everything you share online or in any sort of promotion is on brand and consistent.

First, select your brand colors. Select just two or three colors. Sample the color using a color sampling tool in an app or in a photo editing program.

**\* NOTE:** FOR VIDEO DIRECTION ON HOW TO SAMPLE, SAVE, AND SEE A COLOR'S DIFFERENT COLOR CODES, VISIT [THEARTISTAPPEALS.COM/TAAWORKBOOK](http://THEARTISTAPPEALS.COM/TAAWORKBOOK).

### Brand Color #1

Color swatch: \_\_\_\_\_

Color name and description: \_\_\_\_\_

Hexadecimal color code: \_\_\_\_\_

Web color: \_\_\_\_\_

CMYK color: \_\_\_\_\_

Pantone color: \_\_\_\_\_

### Brand Color #2

Color swatch: \_\_\_\_\_

Color name and description: \_\_\_\_\_

Hexadecimal color code: \_\_\_\_\_

Web color: \_\_\_\_\_

CMYK color: \_\_\_\_\_

Pantone color: \_\_\_\_\_

### Brand Color #3

Color swatch: \_\_\_\_\_

Color name and description: \_\_\_\_\_

Hexadecimal color code: \_\_\_\_\_

Web color: \_\_\_\_\_

CMYK color: \_\_\_\_\_

Pantone color: \_\_\_\_\_

### Brand Font #1

Name: \_\_\_\_\_

Purchased from: \_\_\_\_\_

### Brand Font #2

Name: \_\_\_\_\_

Purchased from: \_\_\_\_\_

### Brand Font #3

Name: \_\_\_\_\_

Purchased from: \_\_\_\_\_



## Worksheet: Key Brand Messaging

Record your key brand messaging using this worksheet. Record the tagline, product features, and product benefits you will use in your marketing materials.

**Tips:** Remember your product features are the physical characteristics of your products. For example, features are the materials you use, the sizes available, the archival attributes of the framing, or other things that you can measure and define.

The benefits of your work are the ways in which this art, design, photography, or product will benefit the customer. Why should they buy it? What cool things will they get from purchasing your work?

Ask yourself, What will the customer get from this? And then try rewriting the features as sentences that use the words “you” or “your” in them.

### Example:

1. EyeConnect Crafts’ tagline is: *Learn. Craft. Connect.*

2. EyeConnect Crafts’ product features are:

*They are poseable, and they move!*

*They are made from 100% recycled chipboard.*

*They each come with a short educational write-up about the symbolism of the animal or design.*

3. EyeConnect Crafts’ benefits are:

*You can continue to learn and play with your designs even after the crafting is done! Use them in a scrapbook, an art journal, or a greeting card. Use them in DIY projects like a wreath, or hang them from a mobile. Or even use them to make stop-motion animations!*

*The thick chipboard means you can use just about anything you want on your Totem Poppet animal or design! Paint them, stamp them, use watercolors, acrylics, pens, crayons, or pastels! They can take it!*

*Impress your friends, family, and teachers with what you’ve learned making these designs.*

## Your tagline or slogan

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**Tip #1:** Save your tagline and contact information as an email signature that is automatically applied to every email.

**\* NOTE:** FOR DIRECTION ON HOW TO SAVE AND REUSE KEY BRAND MESSAGING TO SAVE TIME, PLEASE VISIT [THEARTISTAPPEALS.COM/TAAWORKBOOK](https://theartistappeals.com/taaworkbook).

## Your product features

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## Your product benefits

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**Tip #2:** If you're pitching an editor or blogger, or inviting multiple people to do or review something, you can save your product features, benefits, and pitch copy as a template to reuse using a free app like Boomerang. Or you can simply save your copy in a Word document to reuse sections.

**Tip #3:** Save your brand materials to the cloud. You can use iCloud, Google Docs, or Dropbox to store your brand materials and assets. This way you can access them and use them from anywhere.

## Checklist: Key Brand Images and Marketing Materials

Design or have the following items created. Make sure these items coordinate and work within your brand. Check them off as you complete them. Make a folder with key brand images and marketing materials in it. Record the name and locations of your marketing materials below.

- Business logo in a variety of sizes and file types, including an extra small image for the browser tab “favicon.”

**\* NOTE: A FAVICON IS THE SMALL LOGO THAT APPEARS IN THE BROWSER TAB WHEN YOUR WEBSITE IS OPEN. YOU CAN AND SHOULD CUSTOMIZE THE FAVICON. DIRECTIONS ON HOW TO ADD YOUR LOGO TO THE FAVICON CAN BE FOUND ON THE WEB.**

- A formal headshot
- Several images of you at work or with your art
- Photos of your artwork
- Product images
- Your artist’s signature

Practice drawing or writing your artist signature here.

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**\* NOTE: HOW CAN YOU MAKE YOUR SIGNATURE UNIQUE YET STILL RECOGNIZABLE? GUESTS ON THE PODCAST ATTEST THAT CLIENTS HAVE LOOKED THEM UP FROM SEEING THEIR WORK AND RESEARCHING THEIR SIGNATURE. KEEP YOURS LEGIBLE IF POSSIBLE.**



## Worksheet: Marketing and Brand Material Locations

Want to make sure you can quickly and easily find your brand materials? You will need to share your brand materials with a web designer, art buyer, or manufacturer quickly and easily. Record the file name and location of your logos, headshot, and other promotional materials here. You can also include a small screenshot or image as a reference here as well.

Company logo

File name and location: \_\_\_\_\_

Extra-small for favicon:  
(16x16 pixels or 32x32 pixels)

Folder name and location: \_\_\_\_\_

Small logo:

Folder name and location: \_\_\_\_\_

Medium logo:

Folder name and location: \_\_\_\_\_

Large logo:

Folder name and location: \_\_\_\_\_

Banner logo:

Folder name and location: \_\_\_\_\_

A formal headshot of you as the artist,  
designer, and owner:

Folder name and location: \_\_\_\_\_

Several images of you at work or with your art:

Folder name and location: \_\_\_\_\_

Photos of your artwork:

Folder name and location: \_\_\_\_\_

Product images:

Folder name and location: \_\_\_\_\_

Digital file of your artist's signature:

Folder name and location: \_\_\_\_\_

**Tip:** An easy way to record this information is to navigate to your files location in the finder window. Copy and paste the address in this worksheet. Or if you are working with pen and paper, take a screenshot and print it out. Cut out the address of the files and paste it here.



# Step 2: PRODUCT

## Worksheet: Calculating your wholesale and retail cost

Calculate your basic wholesale and retail prices here or create a spreadsheet.

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## Exercise

Create a spreadsheet.

- ▶ Add up the cost of your materials and supplies.. Make sure to include costs for labeling and packaging your product. You many also want to include potential costs for shipping supplies as well as any extras expenses.
- ▶ Track all of your costs.
- ▶ Calculate how much one piece costs to make. Multiply that figure by 2 to get your wholesale cost. Multiply this figure by 2 again to get your retail cost.

## Worksheet: How Much Money Do You Need?

How much money do you need? How much money do you need to live? What do you make right now? Are you paying the bills? Just barely or comfortably?

Write down how much you make annually: \_\_\_\_\_

Write down what you need to earn per year in order to live: \_\_\_\_\_

This is the income that you want to make from your art. Circle it. Plan how you will achieve this goal by planning your product ladders and revenue streams with the following worksheets.

### Let's do some basic math.

Say you need \$50,000 to pay the bills and to live, and you sell your art pieces for \$200 each.

$$\$50,000 / \$200 = 250 \text{ pieces}$$

That means you would need to sell 250 pieces a year to make \$50,000.

Now let's say you are selling prints for \$20.

$$\$50,000 / 20 = 2,500 \text{ pieces}$$

If you're selling your work at \$20 per piece, you would need to make and sell 2,500 pieces!

But what if you're selling your work for \$2,000?

$$\$50,000 / \$2,000 = 25 \text{ pieces}$$

If you are making and selling work for \$2,000 a piece, you would need to make and sell 25 pieces a year to generate the \$50,000 you need to live.

There are 52 weeks in a year. There's not time to make and sell 250 pieces, let alone 2,500 pieces in a year! BUT making 25 large pieces that sell for \$2,000 each sounds a little better, right?

So the first takeaway from this basic math is, you need to have a high-priced offer.

The second takeaway is that you need to have a plan.

The third takeaway is that the plan should include having different products available at different price points. This allows different people to purchase different things from you and for you to grow and develop your collectors. Someone that purchases a small print from you one year, may want to eventually buy a original. Someone that purchases an original for their living room, may want to buy a print as a gift for a friend or family member.

I'm not trying to scare you. And I'm not trying to put you off being an artist. I'm trying to be 100 percent open and honest. You need to have a plan. You need to know how many pieces of work or how many products you need to sell to earn a living. Making a living as an artist doesn't always provide a steady paycheck every two weeks. You need to be prepared.

So next let's do a little math using the three-tiered product offerings. (I'll talk about another concept called multiple revenue streams a little further on, but for now let's stick to the three-tiered pricing plan.)

Once again you have three different priced products. But now you have work available at all three price points. Your low price point is \$20. Your medium price point is \$200. And your high price point is \$2,000.

Say you can make one piece at the high price point per month. That's 12 a year.

And let us say you can make 4 medium-price-point pieces a month. That is one a week, but it adds up to 48 pieces per year.

Now for the low-price-point pieces. What can you make? Can you make a super-quick sketch every day during the work week in preparation for the medium or large pieces? Or better yet, can you make a replica or a print of the high- and medium-price-point work so you don't have to do much work?

If you can make 5 low-price-point pieces a week, that will give you 20 pieces for a grand total of 240 in a year.

If you sold every single one of these at its assigned price point, you would earn \$38,400.

That would still leave you \$11,600 you would need to make to reach your goal of \$50,000.

:(

All hope is not lost though!

You want to offer products at three price points to help grow and develop customers. But the three price points is just the starting point. You can have three different price-point products for each design! This is also where the concept of multiple streams of revenue comes in as well. You need and want to have multiple revenue streams. Below I cover a bunch of other ideas for ways to add additional revenue streams.

The idea of having multiple revenue stream is sort of like the old expression “Don’t put all your eggs in one basket.” Because what if you rely on one gallery or one craft fair to generate the majority of your sales for the year? What if that gallery or craft fair goes out of business?

You can and should have different ways to make money. Once you do, evaluate which ones are working well for you, and do more of those. You will also want to evaluate the revenue streams that are not making you money. You may decide that you really enjoy them -and if that is the case- by all means keep doing them. But if you do not, and they are not contributing, then do less of them.

The following worksheet will help you plan your attack for developing product ladders, and multiple revenue streams.



## Worksheet: Planning Your Product Ladder

A simple way to start planning what you want to make and sell is to determine your low, medium, and high price point. You will have products available at these price points.

For example, your low price point is \$20, your medium price point is \$200, and your high price point is \$2,000.

What can you make that fits into these price points?

Say you can make one large, high-priced piece per month. That's 12 pieces of art per year worth a total of \$24,000.

You can also make a medium-priced piece a week. That adds up to 52 pieces per year worth a total of \$10,400.

If you sold every single one of the medium- and high-priced pieces of art, you would earn \$34,400 in a year. This is without selling any of the low-priced products.

So what about the low-priced pieces? How can you reuse your art from the medium- and high-priced artwork? For example, creature artist Christopher Burdett makes line drawings of his characters. He then uses these outlines of the creatures to create a coloring book.

What other products can you make from your work? What can you make quickly, easily, and at a low cost? Some ideas of low-priced products that artists on the podcast make include:

- Small prints
- Postcards
- Greeting cards
- Coasters
- Coffee mugs
- Puzzles
- White casts of mixed media sculptures for use by multimedia artists and jewelry makers
- Glass flowers
- Pieces for jewelry making
- Enameling beads
- Fabric
- Quilting patterns
- Fabric packs

If you can make just one low-priced product from each large piece and from each medium piece, you would have a line of more than 60 products you can sell!

This is the idea behind art licensing. You don't want to sell your art or your images just one time. You want to sell them over and over again. You want your artwork to make you as much money as possible. By reusing your images on other products, you create more revenue. You want your artwork to create income for you on an ongoing basis.

The three-tiered product ladder is just a starting point. Russell Brunson, one of the founders and owner of Click Funnels, says in his books on marketing that there is no limit to your product ladder. You can and should add more products to your product ladder.

### List the products and you will create and their price points here:

Write down what products you will sell. What will your low, middle, and high price points be? Are there any holes that need to be filled or pieces that need to be created to create a stronger product line?

#### Product Ladders Idea 1:

Low-Price Product #1: \_\_\_\_\_ Price: \_\_\_\_\_

Medium-Price Product #2: \_\_\_\_\_ Price: \_\_\_\_\_

High-Price Product #3: \_\_\_\_\_ Price: \_\_\_\_\_

#### Product Ladders Idea 2:

Low-Price Product #1: \_\_\_\_\_ Price: \_\_\_\_\_

Medium-Price Product #2: \_\_\_\_\_ Price: \_\_\_\_\_

High-Price Product #3: \_\_\_\_\_ Price: \_\_\_\_\_

#### Product Ladders Idea 3:

Low-Price Product #1: \_\_\_\_\_ Price: \_\_\_\_\_

Medium-Price Product #2: \_\_\_\_\_ Price: \_\_\_\_\_

High-Price Product #3: \_\_\_\_\_ Price: \_\_\_\_\_



## Checklist: Planning Additional Revenue Streams

**Directions:** In the following sections offers some ideas for additional ways to add revenue streams. How can you add a fourth revenue stream? Or a fifth? Or a sixth? Check off the revenue streams you plan to add to your business.

- Offering print-on-demand products
- Manufacturing your own products
- Commissioned artwork
- Selling your services
- Teaching at:
  - Workshops
  - Retreats
  - Online classes
  - Conferences that fit your niche target market
- Writing a book
- Licensing your art
- Consulting
- Providing demos at conferences or shows
- Judging competitions
- Selling art and craft supplies
- Affiliate marketing

You can sell your work online. You can sell your work in brick-and-mortar locations such as galleries, craft fairs, or gift stores. But where else can you sell your work? How can you add more revenue streams?

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## Worksheet: EIN Record, Tools, and Supplies Sales

You can add another revenue stream by selling products or tools that you know, love, and use. You buy them wholesale and sell them retail. This is what Jane Davenport did. She began selling the pastels and art supplies she used and loved in her gallery in Brisbane. People wanted to know how to use these supplies, so she began teaching classes. The popularity of her classes and her experimentation with these supplies eventually led to her designing and developing her own line of art and craft supplies available in big-box stores like Michaels.

You can buy these tools and supplies wholesale by setting yourself up as a business and getting an Employer Identification Number (EIN), also known as a tax number, from the Internal Revenue Service through their website. You should then be able to purchase products wholesale.

Just be aware that sometimes the company will have a minimum order quantity (MOQ). This is the least amount of money you must spend or the minimum number of products you must purchase to receive wholesale pricing. Wholesale is normally about half of the retail cost.

Submit for a EIN number by visiting <https://www.irs.gov>

Date submitted: \_\_\_\_\_

Record your EIN here: \_\_\_\_\_

What types of tools, supplies, cases, kits, or other items can you add to your business to add value? List them here:

Product, supply, or tool: \_\_\_\_\_

MOQ: \_\_\_\_\_

Cost per unit: \_\_\_\_\_

Retail sale price \_\_\_\_\_

Your profit: \_\_\_\_\_

Product, supply, or tool: \_\_\_\_\_

MOQ: \_\_\_\_\_

Cost per unit: \_\_\_\_\_

Retail sale price \_\_\_\_\_

Your profit: \_\_\_\_\_



Product, supply, or tool: \_\_\_\_\_

MOQ: \_\_\_\_\_

Cost per unit: \_\_\_\_\_

Retail sale price \_\_\_\_\_

Your profit: \_\_\_\_\_

Product, supply, or tool: \_\_\_\_\_

MOQ: \_\_\_\_\_

Cost per unit: \_\_\_\_\_

Retail sale price \_\_\_\_\_

Your profit: \_\_\_\_\_

Product, supply, or tool: \_\_\_\_\_

MOQ: \_\_\_\_\_

Cost per unit: \_\_\_\_\_

Retail sale price \_\_\_\_\_

Your profit: \_\_\_\_\_

Product, supply, or tool: \_\_\_\_\_

MOQ: \_\_\_\_\_

Cost per unit: \_\_\_\_\_

Retail sale price \_\_\_\_\_

Your profit: \_\_\_\_\_

Product, supply, or tool: \_\_\_\_\_

MOQ: \_\_\_\_\_

Cost per unit: \_\_\_\_\_

Retail sale price \_\_\_\_\_

Your profit: \_\_\_\_\_



## Worksheet: Bundles and Collections

Another possible revenue stream is making and selling bundles or collections of items that are related and offer them for a discount. For example, if one coaster normally sells for \$5, a set of four can be priced at \$15 so the customer is buying three and getting one free.

For product-based businesses, your lower-priced introductory items might consist of small stand-alone items or a group of items with the same flavor, color, or scent. For example, if your singular item is a lip gloss, your package deal might include one of each of your products of the same scent (e.g., a lip gloss, face scrub, and body lotion all in the lemon mint scent), and your subscription package might be seasonal products delivered each season.

Collections consist of designs or products that are all related. For example, you might have a kitchen collection or a dining room collection that has tea towels, napkins, and hot pads that have related or coordinating designs.

### Brainstorm your ideas for bundled products here:

Bundled products idea:

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Bundled products idea:

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**Brainstorm your ideas for collections here:**

Collection idea:

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## Worksheet: Affiliate Links

Many websites and blogs use affiliate links to create an additional revenue stream. Affiliate links are links to a website such as Amazon where the product can be purchased. You receive a small percentage of the sale for recommending it.

**\* PLEASE NOTE: YOU SHOULD ALWAYS DISCLOSE WHEN YOU ARE USING AN AFFILIATE LINK.**

For example, you might review a product or use it in a tutorial or video. Then you link to the product on Amazon or on the company's website using an affiliate link. When someone uses the affiliate link to purchase the product, you receive a commission.

The advantage to affiliate links is that they don't require you to purchase or store inventory. Anyone can start an affiliate account with Amazon and add affiliate links to a blog post. You don't have to have money or space. The disadvantages of affiliate links are that the amount of commission you earn on affiliate products is traditionally very low and can vary greatly.

What product do you use and love? Research if the company offers an affiliate program. List them below:

Product: \_\_\_\_\_ Affiliate program available? \_\_\_\_\_

## Checklist: Teaching and Workshop Planning

About 75 percent of the successful artists I've interviewed on THE ARTIST APPEALS podcast teach. They teach not just as a way to generate revenue but also as a way to grow their following.

Teaching provides artists with additional revenue in multiple ways. Teachers get paid a per-diem fee or per-day fee. Or you may make a percentage of the workshop fee. In addition it deepens your understanding of a subject or medium, and you make connections. And even a few friends.

What and where can you teach? Research and then check off the places where you would like to teach or offer workshops or classes.

- Art associations
- Clubs and organizations within your field; artist collectives
- Craft guilds
- Camera clubs
- Trade schools, high schools, middle schools, and even elementary schools
- Artist-in-residence programs
- Community colleges, colleges, and universities
- Art galleries
- Retreats
- Conferences that fit your niche
- Local stores or shops that exhibit art. Coffee shops, yoga studios, boutiques, etc.
- Outside at a park or public garden
- Nature centers
- Online classes

Use the worksheet below to research the places you would like to teach. Research the name and contact information of the person you would contact and coordinate a workshop or class with. Also plan the subject of your class. Brainstorm course ideas you could propose and teach.

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Place to teach: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed course idea: \_\_\_\_\_

Place to teach: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed course idea: \_\_\_\_\_

Place to teach: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed course idea: \_\_\_\_\_

Place to teach: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed course idea: \_\_\_\_\_



**\* NOTE:** STUDENTS WHO TAKE YOUR WORKSHOPS CAN TEST THE PRODUCTS YOU LOVE AND CARRY, AND WILL OFTEN PURCHASE ADDITIONAL SUPPLIES OR TOOLS. IF YOU HAVE TOOLS OR SUPPLIES YOU LOVE AND RECOMMEND, BE PREPARED WITH EXTRAS TO SELL. OR USE THE AFFILIATE LINKS WORKSHEET TO PLAN WHERE YOU CAN SEND STUDENTS TO PURCHASE SUPPLIES USING YOUR AFFILIATE LINKS.

Students also may become collectors. Students often want to purchase a teaching artist's work because there's a story built into the piece, the story of them taking the class and meeting you, the stories of their memories and their experience. Be prepared. Bring prints or products to sell. Have a card with your e-commerce website or a way they can purchase available.

**Bonus example and tip:** Renowned author and workshop demonstrator Beckah Krahula keeps a detailed list of things she needs for each of her courses or workshops. She prints out her checklist before each class and uses it to make sure she has all of her supplies and materials. Then, at the workshop, she also takes notes and adds to it. On returning home she then adds to and updates her list.

## Worksheet: Licensing Manufacturers

Use this worksheet to record information about manufacturers and companies you would like to have your work licensed with.

### EXAMPLE:

Manufacturer or company name: \_\_\_\_\_

Record the company's name.

Product/s: \_\_\_\_\_

What type of products they make.

Contact name: \_\_\_\_\_

If you can locate the name of their art director or art purchaser, record their name here.

Contact number: \_\_\_\_\_

If you can locate the name of their art director or art purchaser, record their contact information here.

Proposed design / product idea: \_\_\_\_\_

Note any ideas you have for which designs or which product you would like your work licensed on.

Manufacturer or company name: \_\_\_\_\_

Product/s: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed design / product idea: \_\_\_\_\_

Manufacturer or company name: \_\_\_\_\_

Product/s: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed design / product idea: \_\_\_\_\_



Manufacturer or company name: \_\_\_\_\_

Product/s: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed design / product idea: \_\_\_\_\_

Manufacturer or company name: \_\_\_\_\_

Product/s: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed design / product idea: \_\_\_\_\_

Manufacturer or company name: \_\_\_\_\_

Product/s: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed design / product idea: \_\_\_\_\_

Manufacturer or company name: \_\_\_\_\_

Product/s: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact number: \_\_\_\_\_

Proposed design / product idea: \_\_\_\_\_



# Step 3: PRESENTATION

## Worksheet: Presentation Research

Go to a store, craft fair, or a gallery. Observe presentation. How is artwork similar to yours presented? Take notes or pictures. What things about the presentation impress or inspire you? What makes it stand out? How can you emulate this?

Write your answer to the following questions here:

How is art or craft like yours traditionally displayed? \_\_\_\_\_

\_\_\_\_\_

How is the work lit? \_\_\_\_\_

\_\_\_\_\_

How is the work labeled? \_\_\_\_\_

\_\_\_\_\_

How is it packaged for display, sale, or shipping? \_\_\_\_\_

\_\_\_\_\_

What is working? \_\_\_\_\_

\_\_\_\_\_

What is not working? \_\_\_\_\_

\_\_\_\_\_

What could you do similarly? \_\_\_\_\_

\_\_\_\_\_

What could you do differently? \_\_\_\_\_

\_\_\_\_\_



## Worksheet: Presentation Design Mock-up

How will you present your work? What will the presentation and packaging of your work look like for wholesale, retail, point of display (POD), and shipping? How can you create an experience for the consumer at each of these points of sale?

### Objectives

Create sketches or mock-ups for your product packaging.

Create a mock or POD sketch featuring how the packaged work will be displayed for sale.

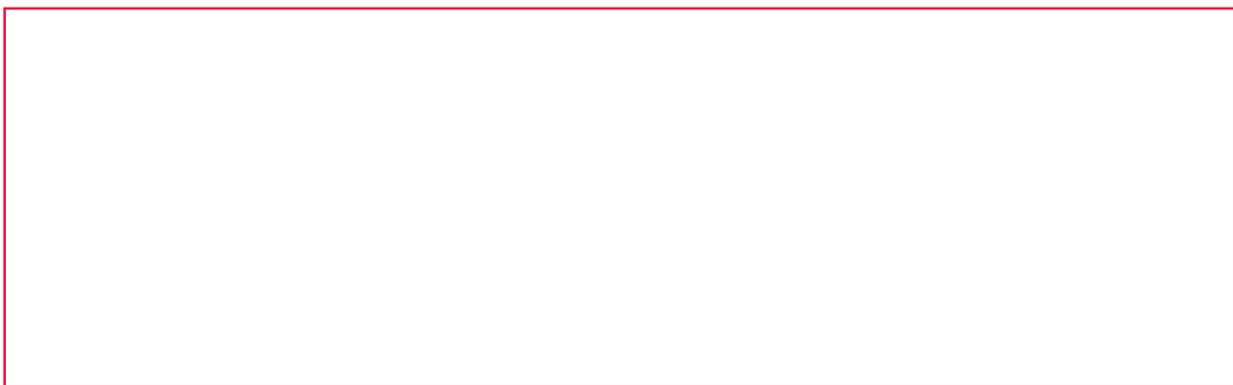
**Tip:** Search “Display Stands” online to get ideas for the many different displays available.

### Make sketches of what your work or the packaging will look like for:

**Retail:** What will the individual packaging of each product look like? Write or sketch your ideas here:

**Wholesale:** How will a case of your products be packaged? How will you package and ship multiple units of your product? Write or sketch your ideas here:

**Point of display:** How will your products be displayed in the store? Will they be near the cash register? On a shelf? Hanging? Will they have their own display box? Write or sketch your ideas here:



# Worksheet: Booth Display Research and Mood Boards

\* SUGGESTED SEARCH TERMS: SEARCH "BOOTH DISPLAY" ON PINTEREST;  
RESEARCH "CREATIVATION BOOTH DESIGN" OR "SURTEX BOOTHS DESIGN"

Create a mood board for booths you love.



Create a mock-up of your dream booth.



What supplies and materials will you need to create this booth? List them here:

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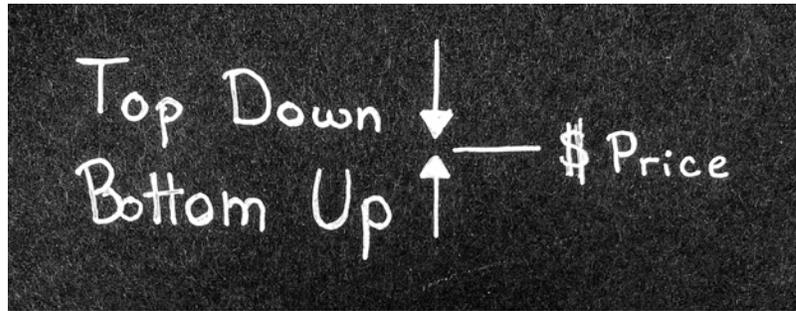
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## Worksheet: Pricing Your Work



\* **NOTE:** YOUR WORK MUST BE PRICED HIGH ENOUGH TO PAY FOR THE SUPPLIES, YOUR OVERHEAD, AND YOUR EXPERIENCE. HERE ARE TWO DIFFERENT WAYS TO PRICE YOUR WORK. TRY BOTH. AND FIND A PRICE POINT IN THE MIDDLE THAT WORKS BEST FOR YOU.

### Pricing your work from the bottom up

The most common advice on how to price your work is to calculate all of the expenses that are necessary to complete the artwork, all the supplies and materials, and then add your hourly rate. Pricing from the top down takes more research and understanding of the market, but it gives you a better understanding of how much money you earn.

#### Your calculations might look something like this:

Total cost of SUPPLIES = (Canvas + paint + framing + studio space + electric + packaging + etc.) \_\_\_\_\_

LABOR = (Hours worked x hourly wage) \_\_\_\_\_

PRICE = (Total cost of supplies + labor cost) \_\_\_\_\_

#### Enter your numbers here:

Total cost of SUPPLIES = ( \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ ) = \_\_\_\_\_

LABOR = ( \_\_\_\_\_ x \_\_\_\_\_ ) = \_\_\_\_\_

PRICE = ( \_\_\_\_\_ + \_\_\_\_\_ ) = \_\_\_\_\_

## Pricing your work from the top down

Another way to calculate pricing is from the top down. This method focuses on profit margins, or how much money you make after you've covered all of your expenses.

Begin by researching how much other products or services in the same category are selling for. Look at work that is similar in size, topic, style, or theme. Also consider the region, market, and venue where you want to sell your work.

### Comparable Product Price Research

Product #1: \_\_\_\_\_ Price: \_\_\_\_\_

Product #2: \_\_\_\_\_ Price: \_\_\_\_\_

Product #3: \_\_\_\_\_ Price: \_\_\_\_\_

Product #4: \_\_\_\_\_ Price: \_\_\_\_\_

You then price backwards. Subtract your costs from the selling price to make sure you are earning a profit.

How much money do you need to live on? How much money do you desire for your hard work? Increase your price until you're happy with your profit margins. Increasing the price also ensures that you maintain your profit but still have room to offer a discount.

#### Your formula might look something like this:

(Price of comparable product #1) – (Cost of supplies) = (Your profit margin)

Enter your numbers here:

( \_\_\_\_\_ ) – ( \_\_\_\_\_ ) = ( \_\_\_\_\_ )

## Worksheet: Presentation - Shipping

How will you protect your work in transit? What shipping materials will you need? What will your shipping materials look like? Will they be distinctive? What can you do that will create an experience for your customer?

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List the materials you will need here:

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### Create a spreadsheet that calculates shipping costs of your product.

Calculate the average size and weight of your work to estimate average shipping costs.

#### 1. Measure your work

How big do you typically work? Is the work flat or three-dimensional? Can it be rolled? Does it need to be shipped flat? Is it fragile? How big are the dimensions of the boxes you need?

Record your typical sizes here:

Product size:

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#### 2. Weigh your work

What is the average weight of your products?

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### 3. Estimate shipping costs

How much will shipping cost? Use the United States Post Office's website to calculate prices for shipping. Enter the size of the box and the weight to get the most accurate estimate.

Record it here:

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**Tip:** The United States Post Office has a variety of boxes that are free, and they will deliver them to your house.

### 4. Calculate the cost of shipping materials

Visit the ULine website to learn about bulk discount pricing for shipping materials.

What size envelopes, boxes, or tubes will you need?

Price of MOQ: \_\_\_\_\_

Price per unit: \_\_\_\_\_

What other packaging materials will you need?

Price of MOQ: \_\_\_\_\_

Price per unit: \_\_\_\_\_

## Checklist: Framing Sizes and Supplies List

Standard-size mat opening and frames are:

Photo Print Size	Mat Window Opening	Picture Frame (Inside)
5" x 7"	4-3/4" x 6-3/4"	8" x 10", 11" x 14"
8" x 10"	7-3/4" x 9-3/4"	11" x 14", 16" x 20"
11" x 14"	10-3/4" x 13-3/4"	16" x 20"
12" x 18"	11-3/4" x 17-3/4"	16" x 22", 18" x 24", 20" x 26"
16" x 20"	15-3/4" x 19-3/4"	20" x 24"

You can save money by cutting your own mats and framing your work yourself. Just be sure that you can do a quality job. A beautiful frame and archival materials not only protects your work, but can also significantly increase the value of your work. Conversely, poor quality matting and framing can not only damage your work, but can decrease its value.

### To cut mats and frame your own work, you will need:

- A mat cutter
- pH-neutral backer board
- Archival pH-neutral mat board
- Extra blades for your mat cutter
- Precut glass
- Glass cleaner
- Soft cloth or paper towels to clean glass
- An air compressor or a can of compressed air to spray away dust
- White gloves
- A large surface to work on
- Framing corners to mount the work and hold it in place
- Gum tape to keep large work from buckling; use a small hedge of gum tape in the middle of the edges
- Frame corners or edge protectors to protect the edges of the frame in transit
- Hanging wire
- Small eyelet screws
- Tape to wrap around the edges of the wire
- Felt circles or rubber bumpers to prevent the frame from banging on and scratching the wall
- Bubble wrap to wrap to protect, store, or ship the final framed piece.

## Worksheet: Final Business Plan and Development of a P&L Spreadsheet

I want to congratulate you on all the planning and work you've done! Great job! You've just created a road map for your business. You have essentially come up with a very detailed and smart business plan. Good work!

You have done a lot of work planning your offers, researching the competition, developing collections and bundled products, and even designing your packaging and presentations! Take a moment to review all the amazing work you have done! Go for a walk or reward yourself in some way because recognizing your hard work and rewarding it is a critical part of maintaining momentum!

If you want to see all of this in relationship and plan your financials, the next step is to record your numbers and data on a spreadsheet.

Create a spreadsheet that records your decisions and calculations from the previous worksheets.

- ▶ Pricing Your Work
- ▶ Your Products Ladders
- ▶ Worksheet: EIN Record, Tools, and Supplies Sales
- ▶ Worksheet: Presentation - Shipping

As you add additional revenue streams from affiliate marketing, art licensing, teaching and workshops, and other activities, record and track these incomes in your spreadsheet.

Add up all the different ways you intend to earn a living. Double check that your plan will bring in your desired income from the worksheet *How Much Money Do You Need?*

Begin executing on the development of your products, their packaging, and their presentation.

You may also want to track all of your expenses. Track your supplies and materials costs, your costs for website development and maintenance. Track your monthly expenses for your studio or facilities. This type of tracking of cost and profit in a spreadsheet is known as creating a profit and loss statement.

This doesn't have to be complicated or scary. Just begin by recording your expenses and your sales. You will learn as you go along, and you will be happy that you have it.

## Checklist: Business Startup

Use this checklist to track and check off the items you have done as you build and grow your business.

- Make art
- Make a collection of work that is consistent and unified
- Research and purchase a domain name and server space. It is often easier to purchase your domain name and server space from the same website and company
- Select brand colors and fonts
- Photograph art and products
- Build a website. You can make websites easily and quickly using sites such as shopify.com, etsy.com, ArtstoreFronts.com, and wix.com
- Share your new website on social media
- Ask for feedback
- Fix things on the website. Websites are never perfect the first time. They always need to be fixed or updated. They are perpetually growing and changing, so it's best to get your site out there and make changes as needed
- Ask people to share your website
- Visit small art- and- craft stores or boutiques. Get contact information from the owner or buyer
- Take notes on the presentation of products and work similar to yours or that you like
- Design the presentation of your products. How will they look or be displayed on the shelf or wall?
- Design printed marketing materials
- Make an appointment to present your work
- Present your work.
- Follow up.
- Ask for the sale or order
- Ship or deliver the work in a timely and professional manner. Make sure to include presentation supplies and extra marketing material

## Checklist: Web Design

Here are some things that are essential to a good website:

- Have a link to or contact information on every page.
- Make it easy and clear that your artwork is for sale.
- Have a free opt-in offer to collect email addresses.
- Colors:
  - Limit the number of colors.
  - Choose colors that coordinate with your artwork. Black backgrounds make colors pop. White is clean and modern. Gray is great for establishing a neutral setting.
- Fonts:
  - Choose a limited number of fonts and stick with them throughout the site.
  - Make sure your fonts have enough contrast with the background color so they are legible.
  - Make sure the fonts you choose work with your branding.
- The copy:
  - Make sure each page has at least a paragraph or two of copy.
  - Tell a story about each piece of art.
  - Include key benefits of purchasing your work or products.
  - Include key features of your work or products.
- Selling and buying instructions:
  - Clearly state what payment processing system your store uses and that it is secure.
  - Give clear instructions on how the user can buy the work.
- Clearly outline additional costs such as shipping fees.
- Communicate what happens after the user buys your artwork:
  - How is the work packaged?
  - How does the buyer know it will arrive safely?
  - Will it be insured?
  - Will they receive a confirmation and tracking number?
  - How long will it take to ship?



## Worksheet: Educating Your Audience

Answer the following questions. Write down your answers. Incorporate your answers and the stories of your work into all of your marketing materials.

### Materials

Tell a story about the materials and how you use them.

Do you use any special materials in making your work?

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Are they rare or hard to come by? Why are they hard to find? Are they expensive?

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Do you use archival materials? Are there any special archival attributes in the substrate, pigment, or framing materials?

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History: Is there any historical precedent to your artwork?

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Were you influenced by another artist or style?

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Is there a story about how your work is traditionally created?

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## Symbolism

Is there a meaning to your work?

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Are there any special symbols or meaning to the materials you use in your work?

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## Instructions for care

Share this information with buyers. You can have an FAQ section in your marketing materials, as booth handouts, or on a page of your website.

Are there any special considerations in caring for your work?

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Should the customer store, wash, or treat it in a particular way to preserve and protect it?

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## Facts, answers, and questions

A great way to educate and answer your audience's questions is through an FAQ.

What are some facts you think people should know about your work?

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What questions do people ask about your work?

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## Checklist: Writing for the Internet

**Tip:** You can use the Hemingway app ([hemingwayapp.com](http://hemingwayapp.com)) to simplify your language and shorten your sentences.

Use this checklist to see if you are writing well for the Internet:

- Keep sentences and paragraphs short. The overall page may be long, but keep the elements themselves short.
- Use headers and bulleted points to break your copy into chunks that are easy to skim.
- Integrate funny or interesting pictures in your text to create additional interest and make the post easier to skim.
- Use first-person pronouns when referring to yourself.
- Use “you” or “your” to refer to the reader and make the copy more relatable for the reader.
- Ask a question as the headline and/or at the beginning of the article.
- Use numbers in your headlines.
- Tell stories. Preferably, you can tell a story that humanizes you and makes you more relatable to the reader. Your stories should show how you overcame the same problem the reader has.
- Start your story in the middle of the action.
- Open the discussion with a hook. A hook is an attention-grabbing one-liner at the beginning of your copy.
- Include details about how you felt.
- Share your flaws.
- Include humor, but avoid being offensive or mean.

- Insert a call to action as a brightly colored button at regular intervals within the copy so if the reader is ready to take action, they don't have to look for the next step.

**\* NOTE: IN MARKETING MATERIALS, THE END OF YOUR COPY SHOULD CONTAIN A NEXT STEP COMMONLY REFERRED TO AS A CALL TO ACTION OR CTA. THIS IS A DIRECT STATEMENT OF WHAT THE READER SHOULD DO NEXT: *ORDER YOUR COPY NOW! OR GET MY FREEBIE NOW!* CTA STATEMENTS OFTEN HAVE AN ELEMENT OF TIMELINESS TO THEM. THE INCLUSION OF WHEN THE CUSTOMER NEEDS TO DO THIS ACTION CREATES URGENCY.**

- Use pronouns such as “my” and “your” in the final call to action make it more impactful.
- Create short paragraphs comprised of three to five sentences
- Use headers to break up paragraphs so people can skim
- Hit total suggested page length of five to eight paragraphs
- Hit total suggested word count of 500 to 800 words per page
- Write a catchy title
- Include a hook in the beginning of the copy
- Use a hook that addresses the readers' pain point
- Use the pronouns “you” or “your”
- Research potential long-tail keywords using Google Keyword Planner tool
- Include long-tail keywords in the headline
- Include long-tail keywords in the copy
- Include variations of the long-tail keyword to create natural sounding copy
- Include long-tail keywords in the image filenames



## Checklist: Email and Newsletter Ideas

Make your newsletters or emails appealing! You don't want your emails to be boring, run-of-the-mill, and force readers to unsubscribe. You want people to open them.

One way to do this is to plan what you will include in your newsletter. You can have three or four different subjects or themes you include in each newsletter or email. And to keep your emails short and interesting and to drive traffic to your site, you can include just the first couple of sentences or a graphic on each topic. Then use the "Read more about..." or "See more..." links to your website. This keeps the email short and doesn't overwhelm your reader. It gives them a taste of three or four areas that might be of interest to them. And if they are interested, they can visit your website to learn more.

### Ideas for things to include

- A sneak peek of the work to be shown
- Photos of your workspace, studio, or exhibition space before and after you begin a project
- A story about setting up for the show or something that happened on the way there
- A lesson you learned
- Details on a talk or demonstration you will give at the show
- A video of a live demo
- Details or a picture of a special giveaway you might be having
- Details about other vendors or artists contributing or performing at the event
- Background of the inspiration for a new collection
- Collages or mood boards to draw the reader in
- How your work is being worn or shown
- Background about the creation of a new piece of artwork
- Information on products becoming available in stores or online
- Invitation to an open studio
- Other interesting links or articles that are relevant to your industry; for example, pricing or trend information

## Email and newsletter best practices

- Add SEO keywords to headings, subheadings, and body text
- Use a balance of visual and written content
- Educate your readers about the benefit of your work. Why should they follow you?
- Include a Call to Action (CTA)
- Ask readers to forward your email to peers
- Link to competitions or other parts of your website

\* INCLUDE LINKS TO SOCIAL MEDIA ACCOUNTS OR A LINK TREE. (A LINK TREE IS A WEBPAGE THAT LISTS ALL OF YOUR SOCIAL MEDIA HANDLES OR WEBSITE ADDRESSES IN ONE PLACE.)

**Tip:** Repurpose your newsletter articles and emails as blog posts! When writing your email or newsletter try to incorporate and use your long-tail keywords. Then add your email to your blog. This not only saves you time, but makes the content searchable.

## Plan out your Newsletter Content Here:

What three or four themes will you include in your newsletters?

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What keywords will you include?

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What action do you want your reader to take? What CTA will you use?

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## Worksheet: Social Media Addresses

### Directions:

Record the addresses to your social media accounts or handles. Record your page address for social media sites such as FaceBook, LinkedIn Instagram, Twitter, etc...

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_

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Your Address or Handle: \_\_\_\_\_

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_

Social media site: \_\_\_\_\_

Your Address or Handle: \_\_\_\_\_



# Worksheet: Hashtag Research and Planning

## Directions:

Answer the following questions to create groups of hashtags that you can reuse.

What type of work do you create?

What types of posts do you post?

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You can create groups of hashtags that you reuse for different posts. You can research hash tags by looking at other posts and seeing what hashtags they use. You can search a hashtag on the social media platform of your choice and see what comes up. Or you can use a hashtag research tool.

\* FOR A LIST OF THE LATEST HASHTAG RESEARCH TOOLS, VISIT [THEARTISTAPPEALS.COM](http://THEARTISTAPPEALS.COM)

Hashtag Theme #1:

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Hashtags for Theme #1:

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Hashtag Theme #2:

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Hashtags for Theme #2:

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# Step 5: AMPLIFY

## Objective

Make a marketing plan for the year. Plan several marketing campaigns to increase your outreach and audience.

## Assignment

Create a marketing plan for the year. Create a calendar for what you would like to promote through the year. Where and how will you reach your audience? Determine where, what, why, when, and how you will market to your audience.

\* NOTE: I'VE CREATED A COLOR-CODED, USER FRIENDLY MARKETING CALENDAR. THE CALENDAR TOOLKIT HAS MAJOR RETAIL DATES, SUBMISSION DEADLINES, AND THE MAJOR CONFERENCES ALREADY ENTERED. IT ALSO COMES WITH EASY TO FOLLOW VIDEO DIRECTIONS SO YOU CAN GET STARTED USING IT RIGHT AWAY. YOU CAN BUY THE CALENDAR TOOLKIT AT [THEARTISTAPPEALS.COM/TAAWORKBOOK](http://THEARTISTAPPEALS.COM/TAAWORKBOOK).

## Exercise 1

Create a marketing calendar for the year. Answer the following questions to narrow down items to enter into your marketing calendar.

**What:** What will the core story or message of your marketing be?

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What topics or themes will you be discussing, illustrating or posting about? (In the "When" we will align the topics you want to promote with dates.) \_\_\_\_\_

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**Why:** What is the purpose of these topics?

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What do you hope to achieve by discussing, illustrating, or posting about these topics? \_\_\_\_\_

What will your CTA be? \_\_\_\_\_

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**When:** When will you market to your audience?

What holidays? \_\_\_\_\_

How frequently? \_\_\_\_\_

More important, what can you do right now? \_\_\_\_\_

What can you start with, and how will you grow and expand your outreach in the future? \_\_\_\_\_

\_\_\_\_\_

**Where:** What platforms will you use? Online, direct mail, email marketing, social media, in-person networking, conferences, workshops, retreats, or craft shows?

\_\_\_\_\_

\_\_\_\_\_

**How:** How will you reach out and connect with your audience? What types of pictures, images, PDFs, videos, opt-ins, or other media will you use?

\_\_\_\_\_

\_\_\_\_\_



## Exercise 2

Evaluate your marketing efforts and results.

Where and how are you currently marketing your work?

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Evaluate what you have tried. Is your audience commenting and engaging with your marketing efforts?

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What have people responded to the most?

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What did they comment on?

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What did they purchase?

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What has worked?

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What hasn't worked?

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What have you enjoyed and been consistent with in your marketing efforts?

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What doesn't work for you?

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# Step 6: LICENSING

## Assignment

Develop a plan to create an additional revenue stream with licensing. Brainstorm products that your artwork would look good on. Research companies by shopping or attending conferences. Create a list of companies you would like to work with. Begin researching how to contact them. Research art licensing shows and plan to attend one or two if you can.

## Exercise 1

Research manufacturers you would like to work with.

Find the names and contact information of the art director or art buyer.

Record their name, title, and contact information here:

Name, Title: \_\_\_\_\_ Contact Info: \_\_\_\_\_

## Exercise 2

Create a binder or folder of important contracts. Collect and organize your important contracts, copyright registrations, and other important documents.

## Exercise 3

List the conferences or networking event you'll attend and their dates here:

Conference or show name: \_\_\_\_\_ Date: \_\_\_\_\_



## Worksheet: Conferences or Show

Research conferences or shows in your niche. List their name and dates below. If you can, attend in-person before spending money to exhibit. Look around and make sure your work is a good fit.

Then use the following checklists to help you plan for the conferences or shows you would like to attend.

## Checklist: Conference Research



Questions to ask:

1. How much does it cost to exhibit at the conference or show?
2. What different size areas are available?
3. What is the deadline for exhibitors to register to attend?
4. What is the shows cancelation policy?
5. What is included and what will you need to provide?
6. Where will my exhibition area or booth be? (Sometime you can select your booth location. For example you may want to be near the bathrooms, or on a corner. Or you may want to be away from direct competition.)
7. If a booth is provided, what size are the panels?
8. If the show is outside, is covering provided?
9. If there are booth panels, how may the work be attached? Is there a weight limit?



Preprinted Booths:

1. Can booth panels preprinted and installed? How is this accomplished?
2. If the panels are to be preprinted, what is the viewable area of each panel? (How much of the panel will go under the frame?)
3. What file type and resolution should the images be? (This is most often 300 dpi at 100 percent.)

Materials in the booth:

1. Fabric: Does it have to be fireproof? If the answer is yes, and it most often is, you can purchase and spray your fabric with a fire retardant. But do this well in advance. Contact the manufacturer of the spray and see if you can get a “Certificate of Use” sent. Print this out and take it to the conference with you as well as an extra bit of the sprayed fabric. The fire marshal may will come around and want to cut a piece of your curtains to test. Having an extra bit and the certificate can save you some headache.
2. Carpeting: Does it need to go from edge to edge of the booth? Usually, yes. But you can also get the booth carpet and then place throw rugs on top. Be prepared with carpet tape and things to hold it down to prevent anyone from tripping. I have also read that softer booth floors encourage people to stay and browse longer. I don’t know how true or testable this is, but it can’t hurt. And after a long day on your feet, you may be glad for it as well.

## Checklist: Conference and Show Booth Design

This checklist will help you remember all the different things to include in your promotional materials. Remember, you want to communicate the benefits and features of your products. You also want to tell stories and create a booth design that intrigues and delights people.

- Company logo
- Background pictures, colors, and visuals that support your brand
- Product logos
- Product photos
- Product features (sizes, materials, availability, etc.)
- Product benefits (How will this benefit the customer?)
- Step-by-step visuals of how the product is made or used
- Colorful graphics of the products in use
- Contact Information
- Pull quotes from other customers and testimonials
- Show specials
- CTA—Call to Action (What do you want the customer to do at the show? Register for your email newsletter? Sign up for the takeaway? Put it on the signage in BOLD letters.)

As you attend conferences and shows take pictures or notes of your favorite booths, signage and marketing materials you encounter. Create an inspiration board here.

## Checklist: Conference and Show Materials

- Tape
  - Packaging tape, and lots of it! This will save you time packing up, but can also come in handy with getting your drapes to hang correctly or completing other setup tasks.
  - Duct tape to tape down any cords
  - If you have rugs, rug tape to hold down rugs and prevent tripping. .
  - Other tapes, such as plain scotch tape, colored washi tape or decorative tape, just in case
- Sharpie markers for labeling boxes and packing up
- Bubble wrap and/or wrapping materials
- Personalized bags for purchases (bags with your logo, designs, or business name on them)
- Collapsible dolly (to save your back)
- Tablet for taking orders and Square payment processor
- Cellphone for posting to social media and marketing during the conference
- Optional: Phone stabilizer (They make handheld selfie sticks that have a stabilizing component for phones so your videos are smoother.)
- Phone charger
- Second tablet charger
- Extension cord(s)
- Marketing materials
  - Postcards
  - Flyers
  - Brochures
  - Business cards

- Money box with lock and change
- Collapsible stepstool
- Butchers twine or string (You never know when string can come in handy.)
- Rubber bands
- Paper clips
- Stapler
- Business card rolodex or a way to organize and save business cards.
- A business card scanner app on your phone or tablet!
- A business receipt organizer, envelope, or app
- Opt-Ins or goodies to entice people to stop
  - A pretty jar or container for collecting business cards or numbers in a give-away.
  - Scrap paper and pen in case they are out of business cards.
  - A jar of candy or individually wrapped snacks.
  - Live plants or flower arrangement. These can often be rented at a local florist. Having something green or pretty can help draw attention and get people to stop.
- Personal items to take:
  - Extra deodorant
  - Mouthwash or mints (not gum)
  - Disposable flossers
  - Change of shoes (comfortable shoes for setup and breakdown are invaluable)
  - Healthy snacks for when you're unable to leave the booth. I suggest taking energy bars or something to eat that will keep you full but is not messy or smelly, and will not get stuck in your teeth.

# Step 7: SUCCESS

## Objective

To define what success looks like for you. Plan for success with measurable and attainable goals.

## Assignment

In the following exercises you will set goals that focus on both being achievable and which head deadlines. Write down your goals. What would you like to achieve? What will you do when you achieve those goals?

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## Exercise

Write down what would make you happy.

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## Worksheet: Goal Setting

**Directions:** Use the following prompts to set goals for each of the seven steps of the ARTIST APPEALS System. Or set your own goals.

Just remember to set goals that are achievable. Avoid setting goals that you can't achieve through your own actions. It's not good to set a goal you can't control. Don't set goals that are based on other people's reactions or responses.

For example, you don't want to set a goal that says: "I will increase my social media following by this NUMBER on this PLATFORM by this DATE." Although this may look like a good goal because it has numbers that are measurable and a defined time, it's not a good goal because it's dependent on other people.

A better goal to set is one that relies on your own actions. By using things that you can control, the goal is more achievable

### Ask yourself

- ▶ What are my goals?
- ▶ How will I measure them?
- ▶ What will make me feel successful and fulfilled?

Make sure you can define your goals and that you **write them down**. Use the blanks below to brainstorm your goals and how you will measure them. I have included a sample goal for each step, but feel free to set your own goals as well.

Share your goals in THE ARTIST APPEALS Facebook group. I'd love to hear what you are working toward and cheer you on!

## ART Goals

I will create [\_\_\_\_\_] pieces in [\_\_\_\_\_] days.  
X number of Y number of

**Example:** I will create 7 pieces of artwork in 7 days.

I will create [\_\_\_\_\_] pieces with the theme of [\_\_\_\_\_] by [\_\_\_\_\_].  
X number of Y # of days

**Example:** I will create 7 pieces of artwork with the theme of *winter over the next 7 days*.

I will create [\_\_\_\_\_] pieces for a [\_\_\_\_\_] or in a(n) [\_\_\_\_\_].  
X number of collection style

**Example:** I will create 7 pieces of artwork for a *birthday collection* in a *colorful and impressionistic style*.

## Product Goals

I will list [\_\_\_\_\_] products for sale on my website by [\_\_\_\_\_].  
X number of time frame

**Example:** I will list 5 new products for sale on my website by *Friday of next week*.

**Example:** I will *integrate (or link)* my website with a *Print On Demand service* and *create 5 new products* by the *end of March*.

I will create [\_\_\_\_\_]  
X number of patterns in [\_\_\_\_\_]  
Y number of of color-ways from my drawings,  
paintings, or illustrations by [\_\_\_\_\_].  
Z date

**Example:** I will create *4* patterns with *2 different* color-ways from my drawings, paintings, illustrations by *Jan 31*.

I will create mockups on [\_\_\_\_\_]  
X number of products for the [\_\_\_\_\_]  
Y category from my  
[\_\_\_\_\_]  
Z drawings, paintings, or illustrations by [\_\_\_\_\_].  
Z date

**Example:** I will create mock-ups of my *fruit and vegetable artwork* on *tea towels, napkins, and a tea set* for kitchen products and decor from my drawings, paintings, illustrations by *Jan 31*.

## Amplify Goals:

I will post [\_\_\_\_\_]  
X images or [\_\_\_\_\_]  
X videos to Facebook over  
[\_\_\_\_\_].  
time frame

**Example:** I will post *8* images or *3* videos to Facebook over the *next week*.

I will write or dictate [\_\_\_\_\_]  
X number of stories about [\_\_\_\_\_]  
Y number of pieces by  
[\_\_\_\_\_].  
date

**Example:** I will write or dictate *3* stories about *3* pieces by the *end of the week*.

**Example:** I will write and send *4 emails* to my list of contacts in *August*.

**Example:** I will write and send *4 postcards or letters* to my list of contacts *one each quarter over the next year*.



## Licensing Goals

I will research [\_\_\_\_\_]  
X number of editors, bloggers, or art buyers for manufacturers  
or stores by [\_\_\_\_\_].  
date

**Example:** I will research *10* editors, bloggers, or art buyers for manufacturers or stores I want to work with by *January 15*.

I will develop [\_\_\_\_\_]  
X type of promotional material for [\_\_\_\_\_]  
Y conference or event by  
[\_\_\_\_\_].  
Z date

**Example:** I will develop *business cards, post cards and a catalogue* for the *licensing conference SURTEX* by *Jan. 1*.

I will follow up with contacts from [\_\_\_\_\_]  
Y conference or event by [\_\_\_\_\_]  
method  
[\_\_\_\_\_]  
Y number of times times for [\_\_\_\_\_].  
Z duration

**Example:** I will follow up with contacts from *the licensing conference SURTEX* by *email* and *4* times *once per week after the conference*.

I will send [\_\_\_\_\_]  
X number of emails to [\_\_\_\_\_]  
Y number of contacts pitching my work  
by [\_\_\_\_\_]. I will follow up a second time with each contact by  
date  
[\_\_\_\_\_]. And I will follow up a third time by [\_\_\_\_\_].  
date date

**Example:** I will send *5* emails to *5* contacts pitching my work by *Friday of this week*. I will follow up a second time with each contact by *Friday of next week*. And I will follow up a third time by *Friday of the following week*.

## Success Goals

**Quarter Goal:** I will do [\_\_\_\_\_]  
X to achieve [\_\_\_\_\_]  
Y goal over the next quarter.

**1 Year Goal:** I will do [\_\_\_\_\_]  
X to achieve [\_\_\_\_\_]  
Y goal over the next year.

**5 Year Goal:** I will do [\_\_\_\_\_]  
X to achieve [\_\_\_\_\_]  
Y goal over the next 5 years.

**Example:** I will *fill in and complete THE ARTIST APPEALS Workbook* by the *end of the quarter* to *create a living document and record of my business materials*.

**Example:** I will *reference and review my THE ARTIST APPEALS Workbook* *quarterly* to *make changes and update my records and goals!*

## Worksheet: Product Fulfillment

Print and keep this product fulfillment checklist next to wherever you do your packaging or shipping. If you have the space and can set up a permanent packaging and shipping station, that is great! But if not, that's OK. Review this checklist every time to make sure you're not forgetting something. Bonus points if you can print and laminate the checklist to save paper.

### Checklist: Order Receiving

- If the order was placed online or by email:
  - Print two copies of order.
  - Tag and move the email to a folder labeled Orders Received.
  - Place printed orders in a designated spot like an "inbox" for papers.
  - Label the inbox as "Orders" or "To Pack and Ship."
  - Label a second box or folder "Processed" or "Complete."
  - Pick the products ordered (Pick means to get them from off the shelf or wherever they are stored.)
  
- Purchase Orders (PO). If the order was created in a Word doc or Google doc:
  - Fill out the purchase order as a Word doc or Google spreadsheet.
  - Save the file.
  - Put it in a folder labeled Orders.
  - Place printed orders in a designated spot like an "inbox" for papers.
  - Label the inbox as "Orders" or "To Pack and Ship."
  - Label a second box or folder "Processed" or "Complete."
  - Pick the products ordered (Pick means to get them from off the shelf or wherever they are stored.)

- If the order was taken by hand on paper:
  - Fill out the order form (can purchase carbon copy order forms at Staples).
  - Please in folder labeled Orders Received.
  - Place printed orders in a designated spot like an “inbox” for papers.
  - Label the inbox as “Orders” or “To Pack and Ship.”
  - Label a second box or folder “Processed” or “Complete.”
  - Pick the products ordered (Pick means to get them from off the shelf or wherever they are stored.)
  - After the items are picked and packed, transfer the order to “Processed” or “Complete.”

## Checklist: Packaging

### Wholesale Orders:

- Is the order for a retail store? Yes? See below.
  - Does your product have UPC codes preprinted on them? If not, print and add stickers with the UPC code.
  - How will the store display the item/s? Have you created a display box or something that is branded that they can use to display the items?
  - Include extra promotional materials: catalogs, postcards, reorder forms, etc.

### All Orders:

- Wrap the product to protect it. Ideas of things to use (match to the feel of your brand):
  - Bubble wrap
  - Brown paper
  - String or twine
  - Tissue paper
  - Sunday comics pages

- Add a personal note or touch. Examples include:
  - Personalized thank-you card
  - Wrapping the product in a colorful ribbon, string, or twine and tying bow
  - You can add a trinket or washi tape or other item to the package.
- Add extra marketing or promotional materials to the shipment. Examples include:
  - Postcards to share
  - Free extra design samples
  - A postcard or letter with a CTA such as “Leave us a review.” or “Take this survey and get a coupon.”
  - A coupon or a coupon code for their next order
  - Free overruns or seconds
  - A catalog
- Double-check that all of the items ordered are included by reviewing the printed order and including it in the box.
- Place the duplicate printed order in the box or folder labeled “Processed” or “Complete.”

## Checklist: Shipping

- Weigh the box.
- Print a shipping label online.
- Secure the label to the box with tape.
- Stamp the outside of the box with FRAGILE, THIS SIDE UP, DO NOT BEND, or other important messages.
- Place the box out for pickup.
- Mark the order complete on the website.
- If not automated through the website, send the customer an email confirming shipment and tracking number.

DONE! Smile and reward yourself!