

The Craft of Planning *Your Art Business*

**Clear Worksheets and Directions on Creating
the Working Artist Business Plan!**



Diane Dobson Barton
<http://Artist-How-To.com>

“The Craft of Planning Your Art Business”

We did our best to make sure that the information provided here is accurate and up to date. If there is anything, you read in the enclosed material that you believe to be inaccurate; we would love to hear from you. This will help to ensure that we are offering the best product possible.

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Clear Guidelines and Worksheets to Create
The Working Artist Business Plan**



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If you are in, or considering starting an Art business it is always more than a good idea to have a written business plan. Yes, even if you are not going to pursue financing. Doing so can put you leaps and bounds ahead of your competition and result in increase income, make you focused and able to make clear business decisions.

All business plans consist of the same basic component. However, artist are not just selling general widgets, they are creating and selling things that have a much more personal meaning to them and their customers. This is especially true if they are selling original art and not reproductions. This is why this publication focuses on the **Artist Business Plan**.

One of the most difficult areas of making your business plan is just coming up with the energy to create it. Therefore, I made this publication into doable–manageable steps. Create the plan at your own pace, setting your own goal on when you will have it completed. You decide how you will work through the steps, one a day? Week? Or maybe set aside a weekend or two and get everything down at once.

This eBook is in four sections. **Section One** is for taking stock of where you are currently and perhaps to point out areas that you need to work on before going any further. I suggest you print **Section Two**, pages 18–57 in particular, as it consist of worksheets to take you through the process of writing your plan. This way you can carry pages with you throughout the day, write notes and add information as you go along.

Finally, **Section Three** will give you tips and more information not covered during the “Creating Your Business Plan” Section. We included additional worksheets in **Section 4**. Print and fill in pages from Section Four to have a complete well–rounded business plan.

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Taking Stock

Section One

“We come this way but once. We can either tiptoe through life and hope that we get to death without being too badly bruised or we can live a full, complete life achieving our goals and realizing our wildest dreams” – Bob Proctor

It is so important to be realistic and set goals. If you have no idea where you stand now, you cannot build upon it and achieve what you are truly capable of achieving. Start by asking – and answering – as honestly as possible the following question.

Current Personal Inventory

There is no right or wrong answer to any of the questions below. I created them to make you think about what you want your business to become.

1. What field(s) of art currently interests you the most?

2. What education and training do you have in Art or Business? Degrees? Certifications Individual Classes?

3. What business or art related job experience do you have?

4. Are you confident using a computer? Yes / No (Circle One)

If not, what do you know how to do on one? (For instance Do you know how to type well?)

5. Do you constantly seek out time and ways to be creative in your life?

6. Do you have at least 3 months living expenses saved up to live off if you need to?
Yes / No

7. Is there adequate physical space in your current housing arrangement to conduct your business? Yes / No

8. You are very self-directed and do not need someone else to tell you to complete projects? Yes / No

9. People closest to you are willing to support you emotionally if you go into business with your art. Yes / No

10. You find new challenges exciting and love learning new things as often as you can?

Things to consider:

1. What areas of art interest YOU the most? Life is short, why concern yourself with

what others think is a worthwhile creative activity? If you are going to stay in this for the long haul, you need to choose area(s) that mean the most to you. Otherwise, your heart will not be in it, and you may as well be doing something else, like retail.

2. Your background is important. You may as well have had to take that business course in high school or college in order to fulfill requirements for another area. Now you can put it to use to help you with something you are passionate.

3. Are you good at keeping business records? Is organizing your environment one of your strong skills? Have you created art on commission? What related hands-on, real world experience have you had? Sit and really think about it, you may be surprised at what accomplishments you have accumulated over the years.

4. As in any business today, you will need to know how to use a computer with some ease. If you feel your skills are lacking in this area, begin working toward improving your abilities right away! Look into computer classes at your area college, seek out a nonlinear course, or perhaps a friend could tutor you?

5. If you seem to be craving ways to be creative, it is a sign that you desire a challenge. This is a good thing. If you do not, perhaps another area would be better for you to go into business.

6. It is important to have a financial safety net when starting any business, three months is a low estimate. When starting out it can be a while before money begins to come.

7. Do you feel too cramped where you currently live to consider adding a business to the equation? Perhaps you should look for alternatives for a workspace. If you are not sure at this point, do not be over concerned, as they say, “Where there is a will there is a way.”

8. It is essential to follow through on plans in order to get your business off the ground and running. Being a self-starter and self-directed are necessary personality traits for a business owner, YOU ALONE are responsible for your business flourishing