



HOW TO START AN ART BUSINESS



VISORIES

TIP #1

Determine if this is what YOU WANT

Is entrepreneurship, or “artrepreneurship” as I like to call it, what you want?

Before diving into the details of your potential art business, it's best to look inside yourself and evaluate your situation.

TIP #2

Find THE VISION

The 1st step in building your art business is determining the story behind your brand. I.e. THE VISION.

Ask yourself: What do you want to provide for others? How will your business be of value to the world?

Answering these 2 questions will get you on your way to laying out THE VISION of your business!

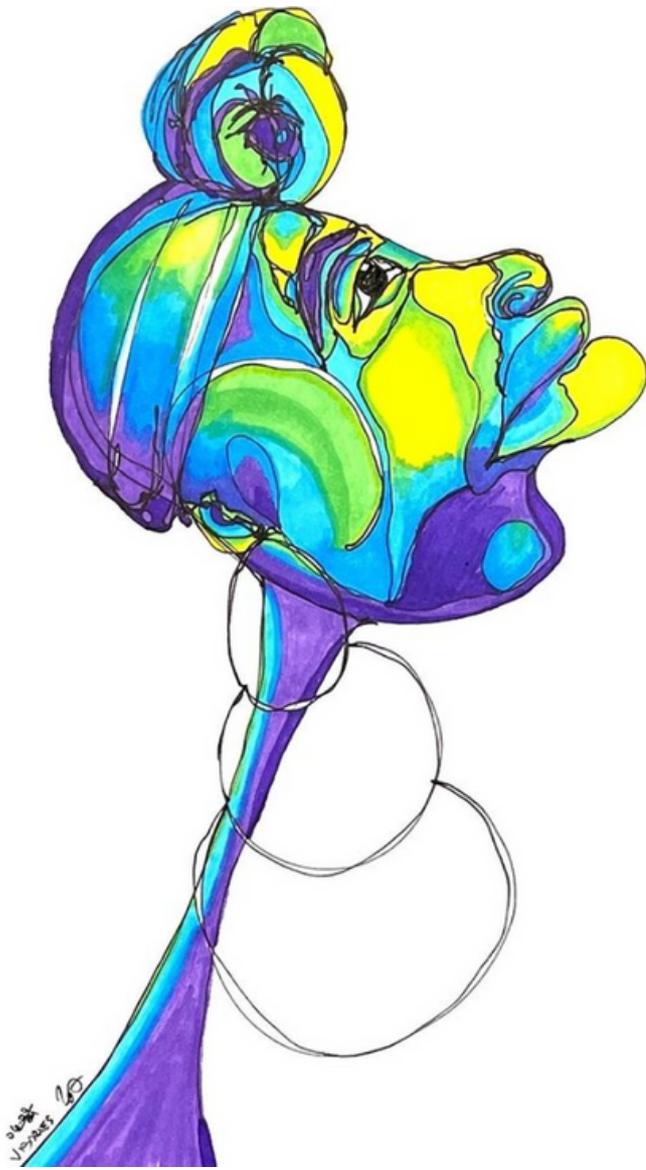
TIP #3

PLAN it all out

Make sure you develop a blue print for your business via a BUSINESS PLAN.

What is your mission? What steps will help you achieve your mission? Who is your target customer? What is your pricing strategy? How will you market your products and services?

It will take planning, time, effort, dedication, and a devotion to lifelong learning, but it IS POSSIBLE!



TIP #4

Develop your **UNIQUE SELLING PRODUCT**

As you build your business, it's important to understand how you want the world to recognize and relate to your business. Do you plan to focus on sustainability? Is it simplistic or quirky? Does it give back to the community?

Take some time to think about what kind of artist you are and the message you want to send to your community and audience. Once you nail down what makes your brand unique, make sure you stay consistent!

TIP #5

Who is your **TARGET CUSTOMER?**

You want to identify your ideal client for your business so that you can market your artwork and art services the best way possible.

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

Do they understand your artwork?
Do they buy art and if so, where?

With these answers, you will have a better understanding of who you are reaching out to and connecting with through your art business!

TIP #6

Understand **YOUR MARKET AND COMPETITORS**

Much like understanding who your target customer is, it's just as important to understand other businesses in your market.

Take time to research other artists and "artpreneuers" out there and **LEARN FROM THEM.**

How do they connect with their customers? What marketing tools do they use? Studying strengths and weaknesses of your competition can help strengthen and advance your art business!



TIP #7

Develop a **MARKETING PLAN**

Once you have determined your ideal customer, it is best to develop a strategic marketing plan.

It is VERY IMPORTANT to lay out the groundwork for how you will communicate the value that your business provides.

Think about art marketing tools you can use like social media platforms, email newsletters, art events, galleries, live videos, blogging, etc.



TIP #8

Develop a **BUSINESS NAME**

The **NAME** of your art business **SETS THE TONE**

- You can incorporate your **NAME**
- You can use **KEY WORDS** such as "artist" or "studio",
- You can emphasize the **MEDIUM** you use
- You can use a **SYMBOL**
- You can use a **CREATED WORD** or combination of words (Like "Visories" for example!)



TIP #9

Focus on the LEGAL PART

For any artist, the legal part of a business can be tough. Don't worry, I have 5 steps you can follow to get you through!

- HIRE a legal official to help determine your business entity
- REGISTER your business (Check your local jurisdiction for more information because it is different for each city/state)
- OBTAIN your EIN and DUNS
- TRADEMARK your logo and business name

Hire an attorney to develop business CONTRACTS

TIP #10

Build a WEBSITE

As an artist and "artrepreneur", it is critical to share your work and show the essence of your business!

- DETERMINE THE GOALS of your website (will it be for selling work only? For reaching out to the community via blogs? For documenting your work?)
- Have an "ABOUT" page. People want to know about you and your story!
- Have a "PORTFOLIO" page
- Have a "CONTACT" page
- Share TESTIMONIALS and reviews from your customers

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Join VISORIES by clicking the link below.

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