



*This course is about establishing a creative business and a life you love.*

## ACTION GUIDE: Module One

This MODULE is about **Identifying Your Dream Art Business:**

- Discover your ideal ways to make money from your Art – so you can enjoy your Art business, not dread it.
- Set your goals for the next year – so you know where you're headed
- Identify your voice and your ideal customer – so your marketing feels good to your soul.

YOUR ASSIGNMENT FOR THIS MODULE:

1. Take some time to fill out the Action Guide below and complete the Assignments.
2. Then write a short vision statement where you can see it every day.
3. Email this to [kellie@kelliedayart.com](mailto:kellie@kelliedayart.com)
4. EXTRA CREDIT: create a vision board for your Dream Stream, where you can see it every day.

### Your Dream Life Questions:

**What's your dream for your Art?**

**What's your dream for your Art business?**

**How do you want to *feel* every day?**

**Do you have to make a living from your Art or is it extra? Is there someone else in your home who can provide income?**

**How will your Art business affect your family?**

**Describe your ideal art day or week:** (Example: I paint for three mornings a week. I start each morning with 1-2 hours of coffee, meditation, exercise and writing. In the afternoons I have time to meet with friends, go to an art gallery or do something I love. But more detail...)

**Describe your ideal art business from a BROAD view:** (Don't go into the details yet, this is a broad view. Example: I do 2 shows per year in a gallery I love that treats me well and pays me on time. I paint 3 days/ week and one day per week is a business day. I have a large loyal following who love to connect with me and collect my art. I have outlets for selling prints and a couple of cool art licensing contracts. I have time for my family and friends... etc.)

**What would success look like for you?** (You have to know where you're going, in order to know when you've arrived)

**What do you love to do so much you would do it for free?**

**What are your dream income streams:** (The ways you LOVE to make money from your Art. You must feel excited about these, not dread. Example: One woman art shows, art licensing, teaching, etc.)

**What are the 2-3 dream income streams you would like to focus on for this course:**

**How many days/week would you be willing to work on your art business?**

**How much money per month are you willing to spend on your art business?**

### **Income History & Dream Chart:**

**Take the time to look up what you have made so far on each of the following income streams over the last year.** Write NA if you are not doing it yet. Make these realistic goals, not pie in the sky.

<b>List last year's income for each of the following categories:</b>	<b>What is your dream for next year's income for each of the following categories:</b>	<b>How excited are you about each of the following income streams? (1-10)</b>
<b>Original Sales:</b> Where are you selling originals?	<b>Original Sales:</b> Where are you selling originals?	
<b>Print Sales:</b> Where are you selling your prints?	<b>Print Sales:</b> Where are you selling prints?	

<p><b>Art Product Sales:</b> (list products)</p> <p>Where are you selling products?</p>	<p><b>Art Product Sales:</b> (list products)</p> <p>Where are you selling products?</p>	
<p><b>Art Licensing Sales:</b> (list products)</p> <p>What type of businesses are licensing your art?</p>	<p><b>Art Licensing Sales:</b> (list products)</p> <p>What type of businesses are licensing your art?</p>	
<p><b>Teaching income:</b></p> <p>Where are you teaching/what type of classes?</p>	<p><b>Teaching income:</b></p> <p>Where are you teaching/what type of classes?</p>	
<p><b>Other art income:</b></p> <p>Describe what other ways you could make income with your Art</p>	<p><b>Other art income:</b></p> <p>Describe what other ways you could make income with your Art</p>	

## Dream Shows:

**Use this additional space to list what type of dreams art shows or venues, ideal place you would like to be selling your art in the next year?** (Examples: a one woman show in a gallery I love, an outdoor fair I love in Ann Arbor, MI, have a Fine Art America page set up for my prints and products, land an art licensing contract with a big fun company like Trader Joe's, Land a relationship with an amazing agent who sells my originals to corporations for big office buildings, Hotel chains, etc. This is your place to dream big for your next year!)

## Art Business Checklist:

**Below is the foundational checklist for what you need for your art business.** Check off what you have in place, and over the course of this program, start working on your next step. Reach out for help if you need it.

- Paint first always – put this on your schedule. Regularly create your Art.
- Know the lifestyle you want, which we are defining today.
- Set your goals for the year and keep it simple
- Know your Voice or Brand – establish your brand and a logo
- Start collecting emails – we will talk about list building soon
  - Start sending emails regularly
  - Automate your emails
- Have a social media presence – Instagram is recommended
  - Get linktree in place to drive traffic to your email list and offerings.
  - Regularly post/Regularly post stories
  - Start doing lives or reels
  - Extra credit: consider if offering products if it's part of your plan
- Book a show/s for the year – start with a coffee shop, library, restaurant, then graduate to a gallery. This is the number one way to get your name out and sell your originals. Have an opening, meet your fans
- Create your Website
  - start planning your website by researching others you like
  - Then research what platform you want to use, and what level of assistance you'll need
- Set up your top 1-2 Revenue streams – that you love, to sell your art and products and services. Use the chart above.
- Have a way to do your books – Hire a bookkeeper to set up your books. Pay taxes, write off your supplies.

*Celebrate your wins every step of the way!*

[KellieDayArt.com](http://KellieDayArt.com)