

*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

YOUR ASSIGNMENT FOR THIS MODULE:

1. Take some time to fill out the Action Guide below and complete the Assignments.
2. Then write out your goals and hang them 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 Art income 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.

|  |  |  |
| --- | --- | --- |
| **List last year’s income for each of the following categories:** | **What is your dream for next year’s income for each of the following categories:** | **How excited are you about each of the following income streams? (1-10)** |
| **Original Sales:** gross/net  Where are you selling originals? | **Original Sales:**  Where are you selling originals? |  |
| **Print Sales:**  Where are you selling your prints? | **Print Sales:**  Where are you selling prints? |  |
| **Art Product Sales:**  (list products)  Where are you selling products? | **Art Product Sales:**  (list products)  Where are you selling products? |  |
| **Art Licensing Sales:**  (list products)  What type of businesses are licensing your art? | **Art Licensing Sales:**  (list products)  What type of businesses are licensing your art? |  |
| **Teaching income:**  Where are you teaching/what type of classes? | **Teaching income:**  Where are you teaching/what type of classes? |  |
| **Other art income:**  Describe what other ways you could make income with your Art | **Other art income:**  Describe what other ways you could make income with your Art |  |

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