

RAVE

VIRTUAL EVENTS

An Art Fair Exhibitor Series

ADDITIONAL MATERIALS

SERIES #4: CREATING A BUSINESS PLAN FOR TODAY AND THE FUTURE

THE WORKING ARTIST 5 Effective Business Plan Avenues

- Build and maintain **RELATIONSHIPS** with collectors, gallerists, curators and designers
- Consider **online sales** and **print-on-demand** options and build your website
- Join virtual events like **RAVE**
- Consider **bartering** your work
- And **keep working!** Don't be stopped!

The Working Artist



BECOMING A SOUGHT-AFTER ARTIST

Writing An Artist
Marketing Plan That Works

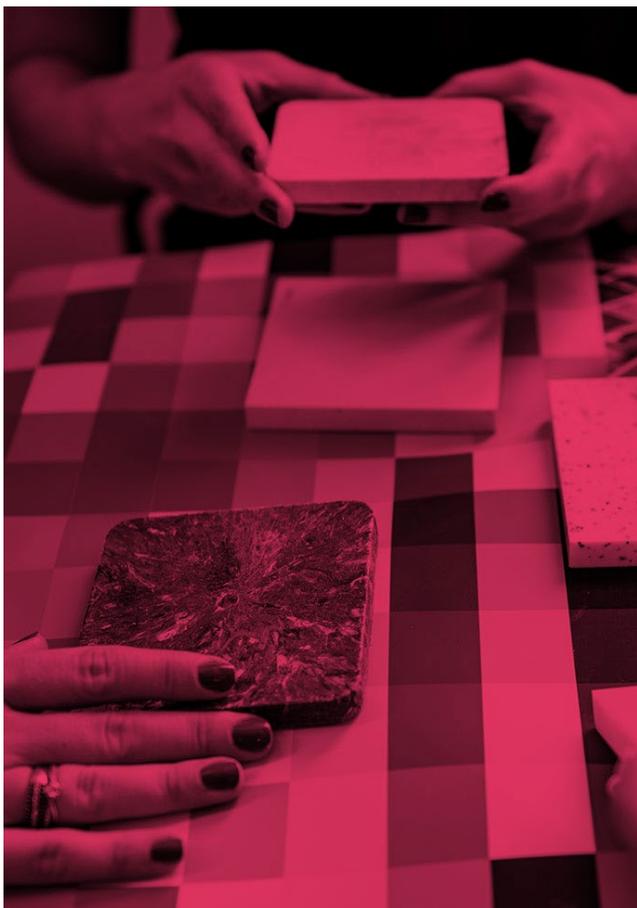
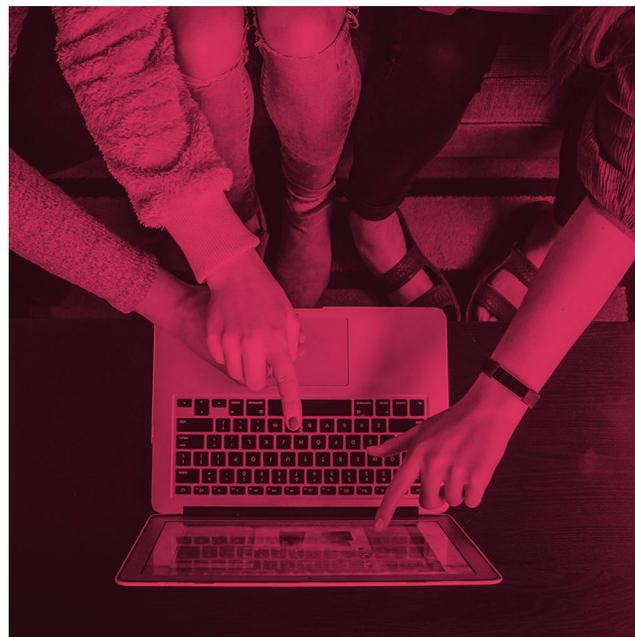
How To Get Into A Gallery

Sharpen Your Business
Savvy

a dai.
- DERIVATIVES bar
barter • v. (barter
exchange goods o
goods or services

**WHAT'S YOUR MEMORABLE
TAGLINE?**
A 5 word description for you and
your work

What's a Tagline?



CREATE A MEMORABLE BRAND BOOK / PORTFOLIO

**5 Ways to Expand Your
Art Promotion**

**Crafting Your Artist Bio &
Artist Statement**

**Marketing Tips for
Emerging Artists**

**How to Maximize Traffic
to Your Site or Blog**

**Email Marketing to
Millenials**