



REDWOOD Online Art Fair

An Art Fair Exhibitor Series

ADDITIONAL MATERIALS

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 bar.
- DERIVATIVES **bartend**
barter •v. (**barter**s, **bar**
exchange goods or serv
goods or services. •n. t
bartering

**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**