

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

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barter • v. (barters, bar

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goods or services. • n. t



BECOMING A SOUGHT-AFTER ARTIST

Writing An Artist
Marketing Plan That Works

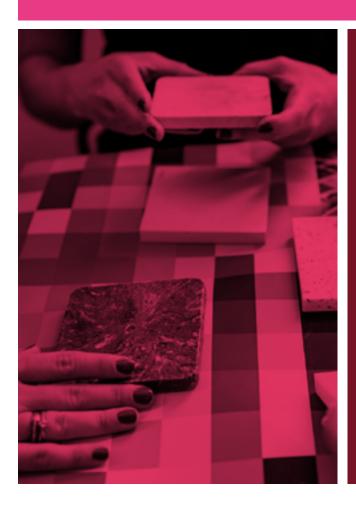
How To Get Into A Gallery

Sharpen Your Business Savvy

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