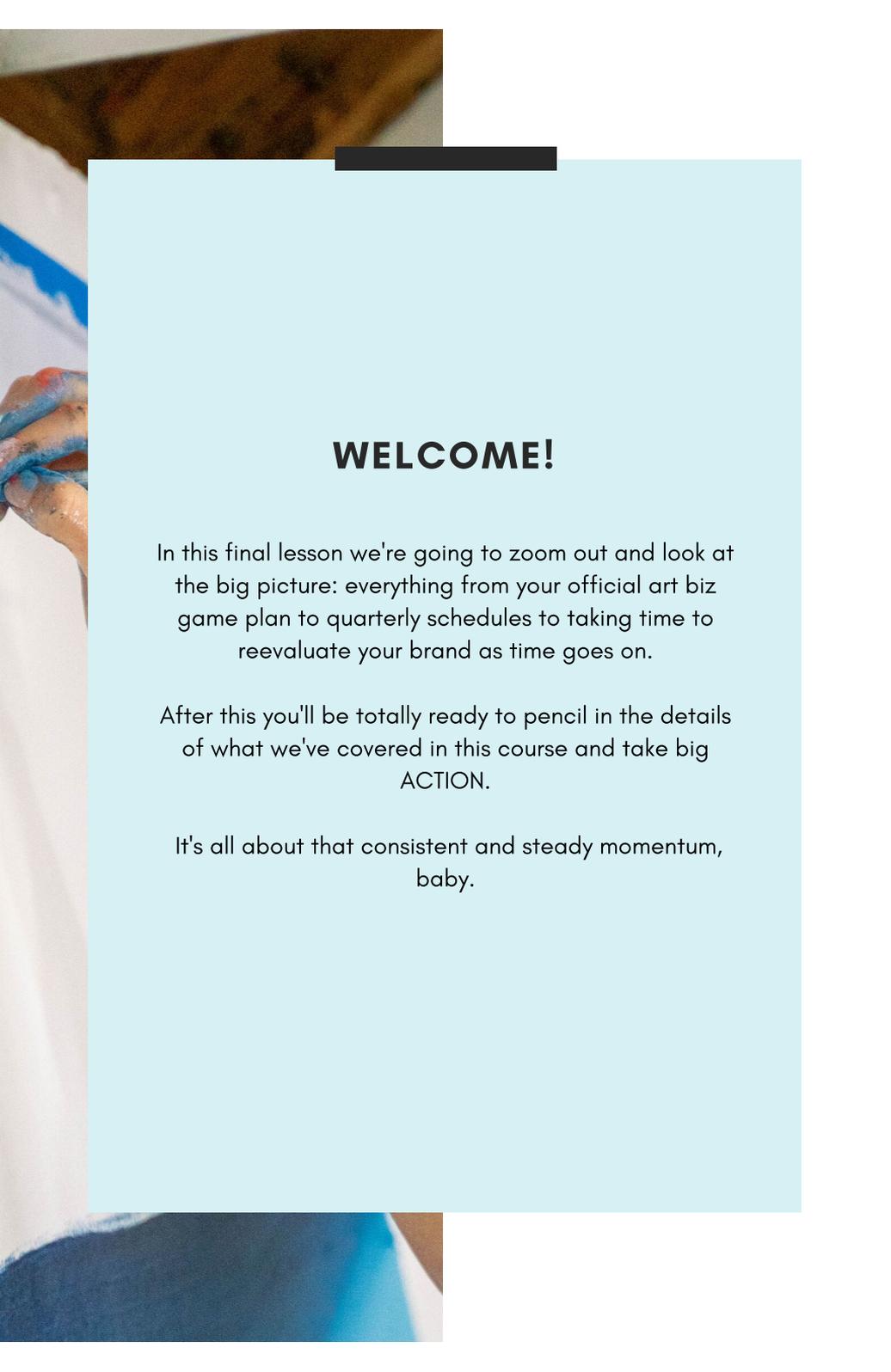


THE ART BIZ ROADMAP

PDF GUIDE

Week Four:
STRATEGY

Lesson Three:
The Big Picture



WELCOME!

In this final lesson we're going to zoom out and look at the big picture: everything from your official art biz game plan to quarterly schedules to taking time to reevaluate your brand as time goes on.

After this you'll be totally ready to pencil in the details of what we've covered in this course and take big
ACTION.

It's all about that consistent and steady momentum,
baby.

The Big Overview

PHEW-- we've covered a LOT of ground in these four weeks, right? While much of the magic is in the details it's also important to understand how everything works together. Let's pull back for a minute and review the big game plan for your art biz:

THE GAME PLAN

- Have a solid, professional, branded online presence (website + IG)
- Bring people to your IG with growth strategies. Keep them engaged with consistent, killer content + value.
- Create opportunities for yourself + your work by reaching out and making connections with aligned advocates
- Direct your followers to your email list with lead magnets.
- Develop a relationship with your email subscribers via your newsletters + other valuable offerings.
- LAUNCH new work + offerings to your email list and IG following

Planning + Scheduling

When it comes to the actual HOW of building your biz and putting it all together, I find committing to small actions is the most helpful thing. Depending on where you are in your biz, you might a plan of action for the upcoming months to build your foundation before moving forward. If you've done most of this part you can dive right into quarterly + annual planning. Here are some ways to start chipping away.

BUILDING YOU FOUNDATIONS

The good news about getting your foundations set up (your website, Instagram, newsletter sign up and possibly a lead magnet/free gift that lives on your website) is that most of the work is a one time thing-- you just need to get it done.

I recommend making sure all of these ducks are in a row (at least in a bare bones sense) before moving on to other growth strategies or launch plans.

To start chipping away, break each project down into smaller tasks (i.e. write website bio, create home page, sign up for MailChimp, etc.) and pencil them into your weekly schedule. Keep it doable!

QUARTERLY BIZ PLANS

As far as a schedule for your business, it can be helpful to plan at least three months at a time. Not only is this great for your sanity and productive for your bottom line, but **it allows strategy to run your business rather than just how you're feeling on any given week.**

EXAMPLE QUARTERLY BUSINESS PLAN

APRIL

Create story engagement with more polls, talking videos + Q's to build up to the sale

Studio clear out sale on the 15th via IG stories

Email: 2 newsletters + 1 sale announcement

Regular posting (3x week)

MAY

Goal: 200 new email subscribers

Art giveaway on the 12th with email for entry

Post more about my Free Guide to Framing from the 20th-25th

Email: 3 newsletters

Regular posting (3x week) + Stories

JUNE

3 week launch plan starting on the 1st.

New collection to be released on the 20th.

Goal: \$2,000

PLANNING TIPS

- **Start with the end first.** What are you building up to? Is it a launch? Or just consistency within your content? Once you know the answer to this you can work backward and fill in what needs to be done in order to get there.

- **Set a realistic revenue goal.** Knowing that roughly 1% of your email subscribers will buy from a new collection release, offering or sale, how many email subscribers do you need to meet your goal? What do you need to do in order to acquire those subscribers? Is it realistic within your time frame?

- **Keep it DOABLE.** A word from the wise: it's best to commit to less and avoid burning yourself out. I know being in business is exciting and we want to just GO FOR IT (if you feel that way-- amazing!). But you'll feel so much more accomplished if you run your business in a way that fits your lifestyle and your schedule. Do you need to commit to fewer newsletters, launch less often or create collections that are smaller? Adjust accordingly.

- **Keep the time of year in mind.** February tends to be a slower month whereas, in terms of product/art sales, the holidays can be booming. Keep any holidays in mind (you probably don't want to launch on the 4th of July) and plan your months of rest to coordinate with slower times of the year if possible.

BATCHING CONTENT

Once you have the bare bones plan laid out for the quarter, go back in for each month and schedule your content. You can write this in for each week in an analog planner for the sake of commitment, and/or actually plan out the photos and captions in an app.

Once I have an idea of what + how much I'll need to post for the week, I like to plan the images and captions the week prior -- even if I don't have time to write out the full caption until the day of. Just set aside a couple hours and get it done!

Keeping Things Up to Date

As is natural for us as artists-- we change and shift and evolve over time!

While it doesn't need to be done every month or with every new direction in color palette, it is important that your content and your platforms reflect who you are as an artist in present day.

For that reason, I recommend reevaluating your brand (and just where you're at, in general) at LEAST once or twice a year. I like to do this once in January and once in the summer.

Revisit the questions from our very first lesson: has there been any changes? If so, where do those changes need to be reflected in your business?

It might be as simple as updating the bio on your website, or posting about a new topic every now and then. You'll feel more in love with your business if it feels true to you in the present day.



That concludes Lesson Three of this week and the Art Biz Roadmap Course! CONGRATULATIONS on making it all this way.

You are totally prepared + ready to take on art as a business. You got this!