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The Artist's Marketing Plan

2: SET & ACHIEVE GOALS

You might have a general idea where you would like to be, but goals can help you be more specific.

Of course, you are probably always thinking about making sales, but you might also have other goals in mind when you are marketing your art. For instance, you might be in the early stages of your career. If so, establishing name recognition is almost more important than sales, so it is critical to be seen in many places, to have your work shown frequently, and to have your name mentioned often in articles (as author or subject).

5 rules for setting and achieving goals

- 1) **You must take time to write them down.** Use the form below to do that right now. I have given it to you in Microsoft Word format so that you can complete it on the computer, use it, and revise it over and over again.
- 2) **Goals must be specific and they must be measurable.** This means they have a start date, a deadline, and that you'll know when they're completed. How will you know if you have succeeded unless you have a way to check up on yourself?
- 3) **Do everything you can to create positive energy and to envision yourself attaining your goals.** Write affirmations in your journal. Tear out gallery shots from magazines and glue your work in place of the work in the photo. Write newspaper headlines for your exhibition. Whatever it takes!
- 4) **Share your goals with someone else.** There is something magical that happens when you say it out loud and others begin to expect things from you. That's why I want you to participate fully in your artist salon.
- 5) **Constantly review and revise your goals.** When you have obtained one, make up a new one to take its place, complete with new action steps and deadlines.

I will ask you to set goals throughout this process. It is helpful to refer over and over again to the above list in order to stay on track with your goals.

For right now, you're just going to set sales goals.

sales goals

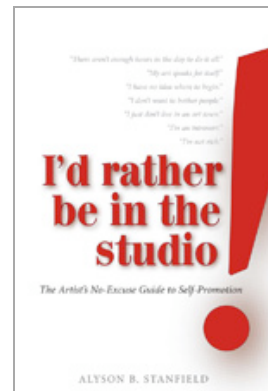
Last year I sold \$_____ worth of art.

I will sell \$_____ worth of art in the next year. I will sell my work primarily through _____.

I will sell \$_____ worth of art in the following year. I will sell my work primarily through _____.

In five years, I will be selling \$_____ worth of art each year. I will sell my work primarily through _____.

See pages 7-12 in *I'd Rather Be in the Studio!* to help you define success for yourself and pages 227-244 to help you maintain momentum.



next session: define your art

What one thing do you want to accomplish before the next meeting?