

Salon Leader Version: Discussion questions in dark blue. My comments to you, the leader, are in *[italics]*.

artBizcoach.com

The Artist's Marketing Plan

2: SET & ACHIEVE GOALS

[To prepare for this meeting, remind everyone to come with their 10-second introduction and a draft of their sales goals.]

WELCOME!

I'm so glad everyone could make it and I hope you were able to download and work on the information for Session 2.

Alyson Stanfield, who owns ArtBizCoach.com, has provided us with free materials, but we are on our own throughout this process. If anyone ever wants individual marketing consultations with Alyson, s/he can contact her directly about those.

I want to remind everyone of the tenets that will guide our discussions. We should:

- Be serious about marketing our art. Everyone should come prepared to discuss the subject at hand, bring the materials requested, and share thoughts and ideas.
- Attend all nine sessions (three months of bi-weekly meetings, plus a follow-up meeting one month later). Irregularities in participation will create disharmony and some frustration from other members.
- Participate with positive feedback and support other group members in their endeavors.
- Commit to complete confidentiality when requested. The group must be a safe place for members to feel they can be open, honest, and trusting.

It is very important we're all on the same page here!

As the salon leader, it is my job to lead and facilitate discussion in a democratic fashion, keeping the needs of every member in mind. That means I will try to keep us on task. If we have time, we can tackle other issues, but we must take care of business first and respect one another's schedules.

At the beginning of each meeting, I will remind everyone of our focus and then we'll go over the agenda for the day. Please help me keep us on schedule and adjourn by the time we agreed upon.

Today's agenda is this: *[Insert agenda here.]*

Then, at the end of the meeting, I'll have us go around and say one thing we'd like to accomplish before our next meeting. We do this to make a promise to ourselves and to have the support of the group.

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

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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?

What kind of calendars is everyone using? Paper? Electronic? Giant wall calendars?
What's working and what isn't?

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!

What do you all do to create positive energy and momentum?

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.

That's what this group is all about. It helps to have all of us to hold each of us accountable. There might be some things you want to keep to yourself, but we can only support you in what you share with us.

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.

Has anyone ever heard of a B-HAG? That's a Big Hairy Audacious Goal. It's a dream that pushes us to keep going until we attain it.

Can anyone give us an example of a goal they have set for themselves and tell us how they attained it?

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.

Now, since we're here to market our art, I'd really like for us to share our sales goals with each other. If you would prefer, you can use a percentage (e.g. "I will increase my sales by 20% next year."), but be as specific as possible.

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sales goals

Last year I sold \$_____ worth of art. Let's talk in terms of actual sales, and then you can break it down into your net profits.

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

Look at the amount you have put down. What does that mean in terms of production? In other words, if you want to sell \$10,000 worth of art, how many paintings, sculpture, quilts, prints, or vessels is that? And is that realistic?

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 _____.

Are your goals realistic, yet challenging?

Are you going to have to push yourself a little bit, but you know it can be done if you set your mind to it?

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

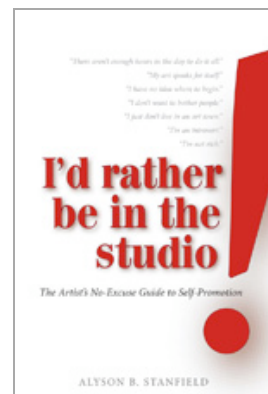
BEFORE WE GO

I'd like to take the last 10 minutes and have each of us go around the room. What one marketing project do you want to accomplish before we see each other again?

Remember, it can be anything related to your marketing: re-doing your marketing goals; putting all of your deadlines on your calendar; making a vision collage of all your goals.

What's it going to be?

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

Be sure to download this section and go over it before our next meeting. I'd like for everyone to come prepared to talk about how they have defined their art.

Stanfield Art Associates, Inc.

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