

## The Artist's Marketing Plan

### 8: CREATE GOOD HABITS

**Sadly, this is the last handout. But it might just be the most important one.** You can have your entire plan written out and deadlines to match, but if you'll be lost if you don't implement good habits that help you get to where you want to be.

You've already done one thing that is critical to an artist's success: found support among a group of your peers.

#### create a realistic budget

**You must have some sort of a budget if you plan to market your work.**

Remember that you can write these off as business expenses when you are set up as a legal business and can demonstrate you are doing everything possible to sell your work and comply with federal, state, and local tax laws. Check with your accountant.

**Before you begin a marketing campaign, look at the expenses you have decided are necessary, when payments will be due, and whether or not you can afford them at this time.** If you are going to have an exhibition, you need money for printing invitations, postage, refreshments, in addition to the artwork supplies and framing costs. If you want to make a splashy Web presence, you probably need funds for design and hosting.

**You have to spend something,** but if you are creative and organized enough you will find that marketing won't cost you an arm and a leg. Know that you can't afford to put it off any longer.

**Give yourself a realistic marketing budget that is based on your goals above,** what you can afford to spend, and what you have spent in past years.

Expense Category	Budgeted Amount
Advertising	
Printing	
Dues, Entry Fees	
Photography / Slides	
Postage	
Contract Labor (such as Web designer)	
Other	
<b>TOTAL Expenses Planned for Marketing Artwork</b>	<b>\$</b>

## what to do now

**Now, you have to stay motivated and focused.** I'm going to ask you to pick and choose from the menu below of things you need to do daily, weekly, monthly, and annually to stay in tip-top shape.

Make art.  
Order supplies.  
Go over goals.  
Balance books.  
Clean my desk.  
Clean my studio.  
Write about my art. (Journaling.)  
Write about other people's art.  
Read about art.  
Visit a museum.  
Visit a gallery.  
Visit an arts festival.  
Take an art class.  
Take a business class.  
Attend an art lecture.  
Attend a motivational seminar.  
Distribute press releases.  
Enter a juried exhibition.  
Apply for a grant.  
Apply for a residency.  
Send out flyers. (If you have a wholesale business.)  
Place ads.  
Update my mailing list.  
Listen to a motivational CD.  
Watch a movie about art.  
Give a gallery talk.  
Practice speaking.  
Listen to CD about public speaking.  
Take a public speaking class.  
Get together with other artists.  
Send thank-you notes.  
Send postcards.  
Send email newsletter.  
Call a customer.  
Have coffee with a curator, writer, or arts administrator.  
Send out portfolios.  
Plan an exhibition.  
Host an open studio.

**I'm sure you can come up with a lot of your own ideas. Go for it!**

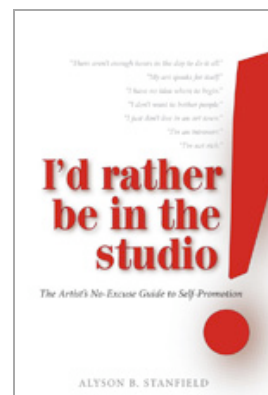
What three things do you have to do each and every day?

What three things do you have to do each week?

What three things do you have to do each month?

What three things do you have to do each year?

See pages 27-33 in *I'd Rather Be in the Studio!* to help you create good habits that will save you time. See pages 237-244 for maintaining momentum.



**next session: follow up**

**We'll meet in a month to see how everyone has done on their habits.**