

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

The Artist's Marketing Plan

8: CREATE GOOD HABITS

[To prepare for this meeting, ask everyone to come with his or her 10-second introduction and to complete the section on habits they want to work on.]

WELCOME to our last official 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.

The tenets that will guide our discussions are that 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.

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.

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.

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.

Now we have to talk about money. We have all these things we want to do, but are they within our budgets?

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	
TOTAL Expenses Planned for Marketing Artwork	\$

[I think it's important to discuss reality and prioritizing with your salon members. Most people don't have an unlimited budget. You can help each other figure out where your members can get the most "bang" for their buck. In other words, where they should be spending their time and money?]

Money is a sensitive subject. Most of us don't have a lot of it, so we need to figure out how to best spend our limited funds. While it may sound good to us as we're planning, now is the time to solicit the help of our unbiased salon members in helping to prioritize what is most important on our lists.

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.

Alyson gave us a long list of items here. Did anyone come up with anything else that they wanted on their lists?

Now, let's talk about the habits we want to put into place that will help us achieve our marketing goals.

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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?

What did everyone come up with?

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

BEFORE WE GO

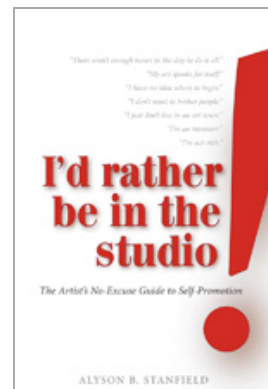
I'd like to take the last 10 minutes and have each of us go around the room. What one marketing project do you want to accomplish before we see each other again? Or, what habits do you want to instill?

Remember, it can be anything related to your marketing: visiting two galleries you've never entered before; calling the coffee shop and asking what you need to do to hang your work there; or sending in an entry to a juried show.

What's it going to be?

Most importantly, how can we support each other in implementing our habits over the next month?

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.



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next session: follow up

There are no more downloads before our next meeting.
Everyone should come prepared to talk about the habits they have implemented, what worked, and what hasn't, and how we can continue to support each other.