



The Artrepreneur's Toolbox ©

- 1. Log of Studio Hours** *(at least 120 hours total)*
- 2. Annotated list of area heritage and cultural resources**
- 3. Landscape journal for creative ideas and marketplace branding**
- 4. Product line list with both retail and wholesale prices**
- 5. System for record keeping and organization**
- 6. Written mission, values, and vision statements for the artist's business**
- 7. Three goals and three objectives to reach each goal**
- 8. Artist Statements** *(three versions required: one typewritten page, one-two paragraphs, and 25-30 words)*
- 9. Customer Profile**
- 10. A small window or table display of the artist's work**
- 11. Diagram and photos of the artist's booth for use at a show**
- 12. Documentation of five hours spent with an art mentor**
- 13. 6 professional quality product photographs of artwork**

- 14. 2 professional quality process photographs** *(the artist at work)*
- 15. A logo for use in the artist's business of art**
- 16. A business card for use in the artist's business of art**
- 17. A brochure for use in the artist's business of art**
- 18. Hangtags to use on the artist's work**
- 19. A sample of packaging for use in sales, customer transport, and shipping of the work**
- 20. A sample of business transaction materials** *(eg. invoices, statements, receipts, and order blanks)*
- 21. 2-minute video presentation**
- 22. Research of four shows** *(one local, two regional, and one national)*
- 23. Research of credit card/PayPal capability**
- 24. Proof of participation in an area show**
- 25. Ten hours of internship with a creative sector business**
- 26. Press Release**
- 27. Press Kit**
- 28. A Quality Portfolio**
- 29. Site Map showing the organization of a future website**
- 30. E-portfolio**
- 31. Resume and cover letter for use with a gallery**
- 32. Studio Budget for the coming year**
- 33. Mini-proposal for funding a project in line with the artist's goals**
- 34. Plan outlining the artist's strategies for marketing**

35. Business plan to use in building a business of art