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