**Introduction to Entrepreneurship/Business Planning:**

This session will introduce attendees to the prerequisites for start-up survival and success. The class also will cover a discussion on the components, importance, and purpose of a business plan.

**Your Art as a Small Business**

This session will introduce Artist to basic world of entrepreneurialism. This session will explore Art as a business, and traditional and nontraditional ways Artists can utilize their craft to earn an income. Session includes:

* How Art is sold- What attracts art buyers.
* Connecting Your Art with Buyers and Audiences – Define and attract your customers
* Identifying Opportunities to Earn Income as an Artist
* Rewards of Community Engagement
* Managing Your Career as an Artist

**How to Build a Professional Presence**

Artist will engage in learning the skill of developing a professional portfolio and marketing plan to maximize their presence with potential buyers and new audiences. Topics include:

* Marketing strategies
* Packaging, Protecting and Presenting your Products
* Showcasing your work of quality imagery
* Portfolio Development- Building a strong profile, artist statement and display of art)
* Branding- Designing and strengthening the artists’ brand

**Marketing:**

This session will provide an introduction to research methods and strategies to:

* define customer/target market and industry;
* understand competitors and the business’ competitive advantage;
* determine pricing; and
* develop appropriate marketing strategies to promote their business

**The Business of Marketing Art**

Artists will learn to reach new and existing audiences using online marketing strategies and web-based sales methods. Topics include:

* Social Media simplified
* Getting People to your Online Site- Attracting first time visitors and retaining online activity
* Online Sales
* Artists’ Blogs- Using personality to connect and communicate with online audience

**Legal Issues, Permitting, and Risk Management:**

This section will introduce attendees to the legal and insurance issues that every business owner must consider.  These will include:

* An exploration of business legal structures
* Required permits and licensing,
* overview of the risks involved in business operations
* Use of insurance and other strategies to manage those risks.

**Business Goals**

Artists will strengthen their ability to communicate with potential buyers by practicing selling, presenting and public speaking. Topics include:

* Professional Presentation- Creating a 30 second elevator speech
* Public Speaking and Communication- How to communicate effectively in person, on phone, in emails, and in small and large group settings.
* Salesmanship- Selling and Sealing the Deal

**Financial Management:**

The section will introduce the attendees to the importance of good recordkeeping,

* Types of financial statements
* Role in understanding the health of the business,
* The importance of understanding and paying taxes
* Main strategies to finance a business
* How credit can impact business growth

**Finding and Locating Artist Opportunities**

Artists will learn how to use resources to build new and maintain relationships with others in the art industry. Artists will learn how to build strong proposals for grants, residencies, art calls and more. Topics include:

* Artist Residencies- Where to find residencies and how to apply
* Writing a successful grant proposal
* Artist Calls- Taking advantage of commissioned opportunities
* Community Building and Networking- Creating a unique presence in the arts community and building relationships.