



PA ROUTE 6 ARTISAN TRAIL

## First Things First

### An Artisans' Very Basic Checklist

You can't do it all at once. You've decided to make it as an artist and it is so tempting to just take the leap and run with it, but there are some basic tools to have in place as you move ahead as a professional. There will be more to add as you go along, but start here. Check off your progress!

#### Your Vision

- \*Answer a few basic questions to guide your growth and set your priorities:
  - Why am I doing this?
  - Where do I want to be in 5 years?
  - I want my work to reach \_\_\_\_\_

#### The Biz - The Basics:

- Government forms needed:
  - Register business name with the state
  - State (local) sales tax
  - Required permits, licenses?
  - consider an EIN Federal ID
- Bookkeeping 101—make it simple but efficient
  - design your invoice and receipt form (or use a standard digital form or office supply)
  - \*organize a system for your invoices, bills, receipts—categorize your expenses
  - \*pricing policy/list/worksheet

#### Marketing Your Work:

- Biz cards
- Set up a Social Media site—start with 1 or 2: Instagram, Facebook, Twitter, LinkedIn etc.
- \*Write your 10, 50, 250 word statements describing your work
- \*Write your Bio - how did you get here?
- Set up website, (or at least a blog or Facebook Page)
- \*Take great photos!
  - know your limits—you may need professional photography?
  - \*know image requirements, formats
  - title your photos in your digital inventory, save in 2 or 3 needed formats/sizes
- Connect! Search out your local and regional media outlets: Visitors Bureaus, Marketing Organizations, etc

#### Selling Your Stuff:

- \*Contact Local/Regional galleries
- \*Research Your Market - Where will your work fit
- Consider Etsy or other online selling venues

\*We continue to add to these areas. More information and templates are being added and made available at [http://www.paroute6.com/artisan\\_trail\\_resources](http://www.paroute6.com/artisan_trail_resources)