



## Next Things Now

### An Artisans' Check-up for Revamping Your Art Business

You've been at it for a while now. Business is fair, but you are sensing a subtle staleness creeping in. You've decided not to let yourself get too comfortable. You are ready to re-assess your goals and revamp your working life. Here are some suggestions to get you thinking about tweaking your work.

#### Your Vision

Think about these ideas to guide your growth as you set your priorities:

Why am I still doing this?

What do I want to be doing in 5 years?

I've shown work regionally, now I want my work to reach \_\_\_\_\_

Is selling my work a priority?

#### What is Working?

#### What Could Use Some Help?

#### What Really Stinks?

Now, ask yourself a few specific questions. You must try to be objective here. The following chart may help you see where you need to prioritize some extra efforts, as well as where you can give yourself a pat on the back.

- If your yellow section has the most "Really Stinks" responses, you need to put some energy into refining your business and organizational skills.
- If your blue section "Really Stinks" you need to seek out some new avenues for inspiration. Check out galleries and museums that you have never visited. Read, what section of the bookstore holds your attention? Become aware of where you attention lands and develop that.
- If your red section "Really Stinks," marketing is your downfall. If you want to be successful you'll have to put yourself out there in order to be noticed or to support yourself. Do some stealth research to find out what is selling/showing in your area.
- If your green section "Really Stinks" you need to do some serious research and practice in your chosen media. Find out what others are doing in the same field, check out area galleries to see what is current.



**Next Things Now ~ Artisan's Check-up**

**Going Great!**

**I Need Some Help Here**

**This Really Stinks**

I have a steady, consistent working practice			
Visitors are impressed by my clean & orderly studio/workshop			
I have a solid system for dealing with paperwork, business finances			
I have an inventory system that works well and is updated regularly			
Photos of my work are clear, saved in several sizes with ID, tags			
I consistently return phone calls and answer emails			
I am not afraid of a tax audit			
My work can't keep up with my inspiration!			
My mind is full of new ideas, ready to take to the studio			
I find the 'blank canvas' exhilarating rather than intimidating			
I keep a sketch journal or use an idea box			
I easily develop themes and do my work in series			
I am stimulated by creative people around me			
I have researched the market for my media/subject			
My Business cards, brochures, postcards are current			
My website has been updated in the past 6 months			
I have a regular system for posting to Social Media			
I belong to area artist groups, networking sites, & marketing organizations			
I am happy with my sales and my current gallery/retail outlets			
I have a good process in order for selling online			
My Artist's Statement is current and easily adjusted for different situations.			
I know where to find answers to my questions on techniques			
I've maxed out on my skills in my medium			
I have good sources for the tools and materials I need			
I am aware of new methods and techniques in my media			
I know several artists/artisans currently working in my media			
I regularly explore new techniques and materials			