INFO SESSION (REPLAY)

Welcome to an information session for the upcoming Art Biz Accelerator. Over the past couple of years I have been rebuilding the contents of the learning center.

We currently have 5-ish programs now available on demand.

1. Grow Your List
2. Create Opportunities
3. Optimize Your Online Marketing (not completely on demand just yet)
4. Get Organized Challenge (also not on demand just yet)
5. Magnetic You (almost ready for prime time)

Why I say “5-ish” .. They’re all there. It’s just that not all are currently available to new enrollees.

Learning modules have been updated and the whole site made more flexible to allow for various learning styles. I hope you think it’s also more visually appealing than our previous learning center, if you had access to that.

I also feel very good about the community structure we have put in place. I’m so blessed to have the expertise of our artist-mentors: Kristen, Vanessa, and Suzanne. They are all dedicated to helping you succeed.
And I am proud that the Art Biz Connection community membership has, to this point, been just $40 a month. I've explored other communities and been members of them myself. This investment is on the far low end for the value, and I'm fairly certain that it will be increased in the not-too-distant future. I am confident the value far exceeds the price for those who use their membership. I always want to overdeliver.

But the price will never be raised for those who maintain their membership. I like to reward those who make consistent commitments.

While I will always want to refine what I teach and what our community looks like, there are no immediate plans for a new full-blown program like those I just mentioned. **I don't want to keep throwing new lessons at you.**

I want to help you use the lessons you already have at your fingertips in the learning center, as well as the lessons you're absorbing on a daily basis through your reading, interacting, and life experiences.

That's why I am opening up the Art Biz Accelerator.

This is for artists who …

- Recognize the value in working with a coach over time.
- Want more Alyson time, but not ready or not interested in a mastermind or private coaching.
- Have a solid business foundation in place.
- Understand that structure, community, and coaching are invaluable assets when trying to build a business.

**Think of it as ... Your NEXT LEVEL Community and Coaching Group.**

At a certain point, you've done all of the lessons and gotten as much as you think you can from a community membership.

You could benefit from higher level thinking and challenges. And you want to be around other artists who feel the same way.

**The primary difference between the community membership and the Art Biz Accelerator is More Alyson.** This is how I think I can make the biggest impact: by getting to know you and your goals better because we're interacting more frequently.

I am a great “strategizer” when I am able to dig into the details with you. That's not possible in the current setup of my programs.
Now, I get that you might not want More Alyson. You can stay in the community and continue to participate there.

Here’s what the Accelerator will look like.

Success Workshops

**There are 3 Success Workshops.** starting with ACTIVATE YOUR YEAR on January 10-11.

This workshop takes the Artist Planning Sessions to the next level. Rather than creating your plan from scratch, you come with some draft of a plan and spend the 2 days getting inspiration and help for refining and implementing your plan.

Details are at [artbizsuccess.com/youryear](http://artbizsuccess.com/youryear)

It’s important to sign up soon because there is a lot of prep work you need to do in order to take full advantage of this workshop.

The preliminary topics and dates for the other two Success Workshops are:

- ARTIST RESIDENCIES : May 9-10
- AUDIT YOUR BUSINESS : September 12-13

As always, everything is recorded and available asap.

*Value: $300*

How I came up with that number .. I don’t inflate values like many marketers do. The $300 value is based on what you would pay (currently $100) to attend a single Success Workshop.

Open Office Hours

There are **monthly open office hours with me.**

This is part of the “More Alyson” promise. You can pop in at any time and ask me anything. One of my favorite things to do is brainstorm with artists about how they can adjust and make improvements to their businesses.

For example, we might discuss any of these topics. How to best :

- Improve your newsletter, bio, or artist statement.
• Handle a commission, problem with a student, gallery relationship.
• Uplevel your customer care.
• Streamline your website menu.
• Prioritize what’s next.

⭐ THIS is the most valuable feature of the new Art Biz Accelerator. I don’t offer it anywhere else.

If you were to schedule a 90-minute strategy session with me, it would be $500.
I am estimating that, if you take advantage of open office hours, you will get a value of at least $100/month.

Value: $1200

The Salon

We will also have a monthly gathering that I’m calling The Salon.

This is an exchange of ideas based on a small assignment such as watching a video, listening to a podcast, or reading an article.
The concept is to get you thinking beyond your art and look at what the greater art world is talking about. Or seeing how other artists work.
We’ve been doing it in the artist mastermind this year and I’m very happy with the discussion and insights that have come about as a result.
All you have to do is watch, listen, or read and show up for the discussion, which I will lead. I’m setting aside an hour for these. I think discussion will last less than 30 minutes, but I’m happy to stay on and answer any questions that come up.

I estimated what I would pay for something like this, which is probably $30 a session. (It truly depends on who is leading it.)
We won’t have a salon in January, July, or December, so there will be 9 sessions.

Value: $270

Additional Training

I will provide additional training as needed.
These might be live webinars or, more likely, shorter videos based on a question or concern that arises. For example, a newsletter makeover, website improvements, tips for using Notion, ..
If you have been a community member or learning path member for a while, you’ve seen how I do this.

**I am not announcing these in advance because I want them to be responsive to what is happening with members.** what I’m learning, or what’s going on in the world or art world.

To be fair and ethical, I’m not attaching a value to these additional training sessions because they are so undefined.

### Art Biz Connection Community

You will also have access to our *Art Biz Connection community forum*.

If you are already a member, you know that this includes:

- Strategy Sessions with Kristen
- Get It Done Days with Suzanne
- Studio Talks with Vanessa

It also gives you access to the brainpower of our many other members. There are currently about 150 members in the larger community.

**Value: $400**

This is the current value if you were to join and pay in full for 1 year. As I said, I suspect this will increase in 2023.

### Our Schedule

A quick look at the *January-February schedule* in the Accelerator:

**January**

10-11: Activate Your Year Success Workshop
17: Member Mixer
26: Office Hours with Alyson

**February**

7: Salon
23: Office Hours with Alyson

[See the preliminary schedule for the year.](#)
VALUE

To summarize the value of the Art Biz Accelerator …

Success Workshops $300
Open Office Hours $1200
The Salon $300
Community $400
Additional Training $?

TOTAL Value without the additional training: $2200

Bonuses

And … There are bonuses available.

◆ When you pay in full … Access all of the learning modules in any 1 of these 5 programs.

1. Grow Your List
2. Create Opportunities
3. Optimize Your Online Marketing (not completely on demand just yet)
4. Get Organized Challenge (also not on demand just yet)
5. Magnetic You (almost ready for prime time)

Your choice!

All Accelerator members can also access everything in the programs and my vault for just $500 regardless of how and when you enroll.

Value: $1750

◆ DEADLINE ALERT When you pay in full by January 1, 2023 …

You will receive one 45-minute completely private consultation with me to discuss anything on your mind: marketing strategy, goals, next steps. ⭐

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This will need to occur during the 2023 year at a mutually convenient time. It must be used before November 1.

*If you are able to take advantage of the bonuses.*

*TOTAL Value with bonuses: $2810*

**YOUR COMMITMENT**

To clarify: **This is a year-long commitment.**

There aren’t monthly or annual participation options, only payment options.

- $1200 when you pay in full, and receive the bonus learning program. Pay in full by January 1, 2023 to receive the private consultation with me.
- $105 month

Remember, this is **Your NEXT LEVEL Community and Coaching Group.**

It’s here for you when you are ready.

Enrollment is always open, but bonuses are time-sensitive. You want to sign up soon so you can start working on your planning for the January 10-11 success workshop, *Activate Your Year.*

Questions? Just email me! alyson@artbizsuccess.com

**JOIN NOW —>**

[ArtBizAccelerator.com](http://ArtBizAccelerator.com)
ABOUT ALYSON

Alyson B. Stanfield is an artist advocate, workshop leader, and art business coach.

She is the host of The Art Biz podcast and leader of the Art Biz Connection community of ambitious artists.

Alyson is also the author of I'd Rather Be in the Studio: The Artist’s No-Excuse Guide to Self-Promotion, which she wrote for the many talented artists who remain professionally unfulfilled because their work is not seen and not purchased.

In previous lives, Alyson worked for a U.S. Senator (the good kind!), and as a museum curator and educator. It’s through these roles that she learned the importance of nurturing strong relationships for professional success. The work she does with artists is strongly informed by this experience.

For more than 20 years, she has helped thousands of artists boost their careers through her blog, online classes, publications, membership programs, and live events.

She wants to empower you with skills that contribute to a successful and sustainable art career.

Join Alyson in the Art Biz Accelerator: ArtBizAccelerator.com
Follow on Instagram: @alysonstanfield
Listen to The Art Biz: ArtBizPodcast.com