



# ART BIZ ACCELERATOR

*your complete guide  
to our community  
of ambitious artists*

**ART BIZ** success  
with Alyson Stanfield

# I would love to support you in the Accelerator—if it's the right fit.

The Art Biz Accelerator might be for you if you have a solid business foundation in place.

It might be that you have graduated from my classes (or have similar professional experience) and are ready for the next level.

This means ...

- ✓ You have a dedicated studio practice. Nobody needs to encourage you to make art.
- ✓ You have a decent website. They *always* need updating, but it should be in good working order.
- ✓ You have a mailing list and use it.
- ✓ Your art is properly inventoried—perhaps using Artwork Archive.
- ✓ You have good knowledge of how to use social media (if it's something you want to use for your business).
- ✓ You understand the importance of keeping track of your buyers, collectors, and students.
- ✓ You want more knowledge about how the various aspects of the art world(s) work and recognize that it's valuable to be around other artists to discuss these discoveries.
- ✓ You are looking for more sophisticated strategies for growing your art business and are open to conversations about how to do that.

Please read all of the details about our program. Membership is by application only. Info on page 9.

Working with Accelerator members is one of the highlights of my business.

This is an overview of the program and how our members stretched and challenged themselves in 2023 and the first months of 2024, a description of our purpose and what will be included in your membership, and an invitation to join us for the upcoming year in the Art Biz Accelerator.

## SALONS

Accelerator Salons are where members broaden their horizons and challenge themselves intellectually and creatively.

In 2023, we discussed artists Phyllida Barlow, Julie Mehretu, Anicka Yi, Daniel Lind-Ramos, Amy Sberald, and many others through free videos. We also reviewed numerous art and business podcasts and articles.

All of this homework led to salon discussions touching on topics of originality, criticism, creative grief, beauty, confidence, and why/what/how collectors collect. (And more!)

My whole purpose for the salons is to get you to THINK differently and develop more sophisticated critical and conversational skills. You may not see that you have much in common with the artists or ideas we discussed, which is all the better.

**If you only consume ideas that are *like* yours, you won't grow as an artist.**

It takes a lot of time to find appropriate content for our salons, but I am committed to the process because I know it adds value. I want to ratchet up the curiosity gene that I know is inside you, which is why I lead the salon for Accelerator members.

## ANSWERS

Accelerator members post questions for my open office hours and I do my best to take those questions and lead members to deeper insights with my answers. Whenever I have a resource available, I share it and follow up with information when requested.

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

Still, I don't have all of the answers. Your fellow members do a lot of the heavy lifting, for which I am grateful. The sharing of knowledge and encouragement of one another are invaluable. I learn so much from you!

## PROGRESS REPORTS

I encourage all members to post weekly reports in our online community because I believe strongly that we are motivated by seeing progress.

I read through the progress reports every week—especially from Accelerator members. This is a priority for me. It's important that I know about your progress and challenges. These inform the resources I share and the additional trainings I add on to your membership.

## TRAINING

In 2023, I led 3 workshops: Activate Your Year, The People Plan, and The Money Plan that Accelerator members were invited to. Exclusive for Accelerator members were additional office hours during those workshops to dig deeper into the material and plan for your growing art business with my guidance.

You will have forever access to the materials from these planning workshops, which I know you'll be able to reuse repeatedly at different phases of your art career.

I also provide additional, timely trainings on topics informed by the discussions in our gatherings and what members are focused on. Whenever I see a need, I'll add to your knowledge base through these Accelerator-only mini-trainings.

In 2023, those trainings included design tips, improving your email newsletter (2), and the email marketing rhythm for a promotion. In 2024 we have, so far, had a special Instagram training-conversation. When you join us, you will be able to watch those past trainings, and join us for all future iterations.

Having said that, this is important ...

**The Art Biz Accelerator was conceived as a next step for people who had worked their way through my programs and needed a new level of support.**

It is intended to build on what you learned in my programs (or equivalent).

My goal is to help you hone your business and creative professionalism beyond what you could learn in a class or book. *I want to help you think differently.*

I hope you will choose to join us.

I can honestly say I love working with each and every member of the Accelerator. I'd be thrilled to support you as you progress in your business.


Please email me if you have any questions at all: [alyson@artbizsuccess.com](mailto:alyson@artbizsuccess.com)

Thank you for considering our community.

With gratitude,



# Your ART BIZ ACCELERATOR membership includes


NOTE: The features marked  distinguish the Accelerator program from other community membership levels.


**EXPLORE** our seasonal themes that will pop up in our community.

- through April *Focus: Your Artist Brand*
- May—August *Focus: Cultivate Connections (and Collectors)*
- September—December *Focus: Explore Opportunities for 2025 and Beyond*

**IMPLEMENT the TOOLS, PROCESSES, and STRATEGIES** you are learning through conversations and live sessions.

 **PLAN** during your planning workshops (January, May, and September).

 **DEVELOP YOUR CRITICAL AND CONVERSATIONAL SKILLS** during our monthly discussions in The Salon—even when you think a topic doesn't apply to you. You will increase your art and business vocabulary when you participate in these sessions.

 **GET ANSWERS** during monthly office hours with me. Open up my brain in this group coaching session to help you refine your marketing and business strategies, improve business systems, and plan for future growth.


**GET ACCOUNTABILITY** from an accountability partner by connecting with other members and/or sharing your progress report every Friday.

**STAY INFORMED** with weekly member bulletins that keep you updated on my posts, what members are talking about, and all live sessions.

**HONE STRATEGIES** during monthly Labs with Alyson. These are aligned with learning topics for my Essentials program, but all members are welcome to attend.

**DISCUSS STUDIO IDEAS AND CHALLENGES** in monthly Studio Talks with artist-mentor Suzanne Gibbs. These sessions are all about the hard work you do as a maker in the studio.

**OVERCOME PROCRASTINATION** with group energy during Get It Done Days and coworking sessions with artist-mentor Suzanne Gibbs.

**CONNECT** with like-minded artists in our private Art Biz Connection community. Many of our members make Zoom dates with one another to share experiences and even meet in person when they make a special connection. (Can I tell you how much I  this?)

Your thoughts and ambitions are elevated when  
you belong to a community of ambitious artists.

# Schedule

*Accelerator members meet primarily on Wednesdays at 5pm Eastern Time. We have members in Australia and New Zealand who get up early to meet with us, but it's possible we could meet an hour or two earlier in the future.*

## **APRIL LIVE GATHERINGS** ♦ Accelerator benefit

Thursday, April 4 :: Studio Talk

Wednesday, April 10 :: Salon with Alyson ♦

Tuesday, April 16 :: Get It Done Day

Thursday, April 18 :: Lab for leveraging your writing with Alyson

Wednesday, April 24 :: Office Hours coaching with Alyson ♦

**The rhythm of our live gatherings is similar from month to month.**

## **MAY-JULY HIGHLIGHTS**

Tuesday-Wednesday, May 7-8 :: The People Plan Planning Workshop with Alyson ♦

Tuesday, May 14 :: Orientation for new members

Wednesday, May 15 :: Salon with Alyson ♦

Thursday, May 23 :: People Day Coworking Session

Wednesday, May 29 :: Office Hours coaching with Alyson ♦

Thursday, May 30 :: Lab for polishing your networks skills

Wednesday, June 12 :: Salon with Alyson ♦

Tuesday, June 18 :: Lab for growing your list

Wednesday, June 26 :: Office Hours coaching with Alyson ♦

Wednesday, July 10 :: Salon with Alyson ♦

Tuesday, July 16 :: Lab for designing your customer experience

Thursday, July 18 :: Member Mixer

Wednesday, July 24 :: Office Hours coaching with Alyson ♦

Live gatherings include Labs (geared toward the learning programs, but all are invited), Studio Talks, Get It Done Days, coworking sessions, and 3 planning workshops per year.

*\*Please note: We schedule gatherings at least 3 months out. While we do everything we can to adhere to this schedule, all dates are subject to change due to unforeseen circumstances.*



## Optional Add-on for Learning

You'll hear our learning program referred to as ESSENTIALS FOR ARTIST SUCCESS (ESSENTIALS for short)—a year-long training for beginning and emerging artists that includes the entire contents of my learning center.

This is a \$500 add-on to your Accelerator membership that gives you access to everything in my learning center. It is only recommended if you want to devote time to these seasonal topics for 2024. Topics are always added, so you never miss a thing since you have access to it all in the learning center.

### *through April* **Focus: Your Artist Brand**

To kick off the New Year, we'll focus on the words, visual style, and messaging you use to promote your art—ensuring that it's all up to date for the upcoming months. It will be a time for you to update your writing, whether it's for your website, social media, or artist submissions.

- ✓ Create or refresh your list of 100 juicy words used in your marketing.
- ✓ Write or refresh your artist statement, résumé, bio, and about page.
- ✓ Develop or update your brand style guide to ensure you're projecting a consistent identity.
- ✓ Audit your online presence and update where needed.



## *May—August* **Focus: Cultivate Connections (and Collectors)**

Put a load of your good energy into making new connections, nurturing relationships, and growing your list because, you know, your best opportunities (coming up next season) will always come from your relationships.

- ✓ Identify new strategic connections that support your goals.
- ✓ Concentrate on having quality 1-on-1 interactions because they are more fun and more productive than broadcasting or posting.
- ✓ Design or refine your customer or collector experience to ensure the best service—considering the best way to stay in touch with each individual.
- ✓ Recommit to sending regular email messages to your list to stay in front of people who have asked to hear from you.
- ✓ Segment your email list so that you can send targeted messages to those who most need to see them or can benefit from them.
- ✓ Systematize your people management system so that nobody slips through the cracks.

## *September—December* **Focus: Explore Opportunities for 2025+**

Explore all the possibilities for showing, selling, and teaching and prioritize the opportunities that are right for you. Consider new challenges that will contribute to your professional growth in 2025 and beyond.

- ✓ Explore and prioritize the venues that represent the next step for your art business and career.
- ✓ Consider collaborations that will increase your list and make a bigger impact.
- ✓ Research alternative venues that give you control and lead to more profit.
- ✓ Enact a system for tracking your opportunities and following up so that nothing slips through the cracks.

*Again, access to the learning modules is a \$500 add-on for first-year Accelerator members. You will see these themes inside of our community forum—topics we're always exploring, regardless of where we are in our art careers.*



## Join Now

When you join the Art Biz Accelerator, you will hear a high-pitched squeal of enthusiasm and gratitude all the way from the Rocky Mountain Foothills (*That'd be me*).

To put this new program into perspective:

- The 3 planning workshops are valued at \$300.
- If you wanted to pick my brain for strategies, you'd pay \$500 for a one-time consulting session. *I am unable to provide learning program members the same level of coaching support that I do for Accelerator members.*
- Accelerator membership also includes a community membership. If you were to join at a community-only level, you'd pay \$480/year for the monthly option.
- I estimate our monthly group calls are valued at at least \$100/month or \$1200 for the year.

For joining us in an Accelerator membership, you get it all at one flat price.

**\$1200/year**

or \$105/month for 12 months (\$1260)

**When you pay in full by May 31, I will throw in a 1-hour private consultation (value: \$300). I love helping you strategize!**

I encourage you to join early so you can get the benefits immediately!

If you aren't a current client or student, membership requires application.

👉 **APPLY AT THE BOTTOM OF THIS PAGE** 👉

Direct link in case that doesn't work: <https://artbizsuccess.com/accelerator>

# About Alyson Stanfield

I'm the host of The Art Biz podcast, author of *I'd Rather Be in the Studio: The Artist's No-Excuse Guide to Self-Promotion*, the leader of Art Biz Connection community of ambitious and intentional artists.

I founded Art Biz Success in 2002 and have been perfecting my coaching and learning materials ever since—learning from artists themselves and mentors along the way.

I love to work with clients with a growth mindset who challenge themselves with increasingly prestigious goals.

My success is tied to your success. It's a good day when I inspire, encourage, or motivate you to:

- ✓ Take action on something that's important to you.
- ✓ Breathe a sigh of relief because you know what your exact next steps are.
- ✓ Have an aha moment about the big picture of your art career or business.
- ✓ Conquer a challenge that has been keeping you stuck and unhappy.

One of my superpowers is helping you create business systems, like those found within ESSENTIALS for Artist Success and honed in the Art Biz Accelerator. I'm all for anything that will remove some of the friction of running a business and buy you more time to be in the studio.

I help you make sense of the many options available to you and prioritize what will yield the best returns.

I hope I can support you in and can't wait to get to know you better.

✉ Questions: We want to help! We're (almost) always available at [hello@artbizsuccess.com](mailto:hello@artbizsuccess.com)

