

An invitation.

I am very happy to share with you the details about my new comprehensive training program for growing a healthy and long-lasting art business.

ESTABLISH YOURSELF: Essentials for Artist Success is for artists who want to continue developing tools and processes for professional growth while receiving support as you implement what you've learned and expand your visibility. This means:

- Shoring up your business foundation so that you have faith in your decisions.
- Building or revising business systems you can rely on to support your professional and personal growth.
- Expanding your professional network because most of your opportunities will come from the relationships you nurture.
- Continuing to explore and create opportunities for showing, selling, and/or teaching (because that is ongoing).

And I am confident I can provide that support for you in 2024 and beyond.

It's 12 months to strengthen your business foundation while receiving support from me, my team, and our ambitious members.

By the end of your year, you will have not only accumulated a solid base of knowledge, you will also have put much of it into place—already working for you and boosting your confidence for better business and life decisions. Almost everything you learn will be used repeatedly throughout your evolution as an artist...

See what's coming up for my Establish Yourself (Essentials) students and then ...

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👚 Check out the details on page 8 of this packet to learn more and sign

up. The sooner you join, the sooner you *unlock all of my art business tools and processes.*

I know a whole year sounds like a big commitment, and that's because it is. It's a commitment to your vision. If you are serious about building or expanding your art business, you have to invest the time.

If you are ready to do it alone, there's no pressure from me, but it's my goal to help you make (a lot) more progress than you would on your own.

As always, email us if you have any questions at all: hello@artbizsuccess.com With gratitude,

Your ESTABLISH YOURSELF experience includes

GET ANSWERS WHEN YOU NEED THEM because you will have access to the entire contents of my vault of learning modules, tools, processes, strategies, and associated resources.

Read that last sentence again. Everything. The learning center will be reorganized (in multiple ways) so that you can more quickly find what you're looking for. And, if you can't, we want to know immediately so we can fix it.

STAY FOCUSED with our seasonal themes. My vault, created and curated over a span of more than 2 decades, can be more than a little overwhelming. To help you stay on track, I have designed a curriculum around the areas of your business that require consistent attention.

- January—April Focus: Your Artist Brand
- May—August Focus: Expand Your Network
- September—December Focus: Explore Opportunities for 2025 and Beyond

Details are on the following pages.

PLAN during your 3 planning workshops (January, May, and September).

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

IMPLEMENT the TOOLS, PROCESSES, and STRATEGIES you are learning about during monthly Labs with me.

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

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 with artistmentor 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 \bigvee this?)

Your 1 year in our community starts the day you sign up. There's no such thing as missing a session as we're constantly adding new ones.



I recently had the opportunity to be featured on an online gallery and I was prepared.

Thank YOU for helping me to become the organized artist that I am. There is always more work to do to maintain organization, but your help has been invaluable.

- LYNN GOLDSTEIN



I should have started working with you and your Art Biz Success program years ago. I thought I was ready to sell work, but couldn't put the pieces in order by myself.

While I'm sometimes overwhelmed by the generous material you share, I know that I'll get there as long as I continue taking baby steps.

- KATHY ELLIOTT



I think of taking a course from you as a little like throwing the I Ching, or reading Tarot... there is something I need to understand being offered to me, and if I tune in with attention, it will be revealed!

I refer to my binder from courses with you on a regular basis, when I need a jumpstart or a new take on tasks. I always find help and encouragement there.

- ANDIE THRAMS

Your preliminary schedule

January—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

JANUARY LIVE GATHERINGS

Thursday, January 4 :: Studio Talk

Tuesday-Wednesday, January 9-10 :: Activate Your Year Planning Workshop

Tuesday, January 16 :: Get It Done DONE Day

Thursday, January 18 :: Orientation for new members

Wednesday, January 31 :: Lab for writing about yourself and your art

FEBRUARY-APRIL LABS

Wednesday, February 14:: Lab for visual branding

Wednesday, March 13 :: Lab for auditing your online presence

Thursday, April 18: Lab for leveraging your writing

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

Live gatherings include Labs, Studio Talks, Get It Done DONE Days, and two more planning workshops.

Your 1 year in our community starts the day you sign up. There's no such thing as missing a session as we're constantly adding new ones.

*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.

May—August Focus: Expand Your Network

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.



Thanks for the incredible value in your year-long training program.

This year is looking very different for me than previous years, with loads of opportunities that I've made happen thanks to the training I've received with you.

- TRACEY HEWITT



My level of commitment and seriousness towards making art and marketing my business have gone up incredibly since enrolling in your program.

I see myself laying a solid path to become a successful professional artist in the near future. I am deeply grateful to you for everything.

- VIDYA SHYAMSUNDAR



Your well-planned year-long program helped me to engage more intentionally with my supporters and collectors, develop supporting materials that have greater depth and appeal, and implement systems that will be priceless as my art continues to grow.

Your community facilitates and encourages artists to thrive.

- GRACE MCCLYMONT

How to join ...

Previous students at Art Biz Success were able to purchase 6 different learning programs on demand.

If you had purchased all of these separately, you'd have paid \$1690.

To put this new ESSENTIALS training into perspective:

- Establish Yourself (Essentials) also includes 3 planning workshops (\$300 value).
- It also includes a community membership. If you were to join at a community-only level, you'd pay \$480/year for the monthly option.

Establish Yourself (Essentials) gives you access to everything for just \$1200.

or \$108/month for 12 months (\$1296)

Important: Your 1 year in our community starts the day you sign up.

There's no such thing as missing a session as we're constantly adding new ones.

The sooner you join, the sooner you'll get access to everything in my vault of lessons, tools, and processes.*

SIGN UP HERE!

https://rc118.infusionsoft.com/app/orderForms/Establish-Yourself-Essentials

We are happy provide a list of every item inside the learning center that you'll have access to if you want it. We're not leading with the hundreds of resources that are there because we think it's the consistent structure, support, and accountability that you'll most benefit from.

*Our learning center will be undergoing big changes before mid-January, but you'll be able to access everything in its current state in the interim.

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 Establish Yourself: ESSENTIALS for Artist Success. 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

