

Action Plan for Shows & Sales

Starting Point for the ESSENTIALS for Shows & Sales Season

Welcome back to day 2!

***Agenda**

Yesterday: Learn my planning principles ... Discuss prep work ... Identify shows and sales projects ... Review strategies and tactics for elevating shows and increasing sales

Today: Outline tasks ... Analyze and elevate your venues ... Conduct opportunity reviews ... Peek at Essentials for Shows & Sales season.

Next Tuesday: Bonus office hours for Essentials and Accelerator members

We have two things going on right now.

1. You're making a detailed plan for the projects that are already on your calendar or that you've committed to add to your calendar for the rest of the year.
2. You want to look toward the future to improve your opportunities and results: to elevate your shows and increase sales.

Those are very different parts of the planning process, but I wanted you to have both. Let's start with a little more clarity about that first one.

2024 Projects & Tasks

Part of your homework was page 6 of your workbook—to add the tasks for each project—perhaps incorporating some of the tactics we reviewed.

Those were all the instructions you received.

I want to spend a little more time on this now by giving some examples..

I mentioned these examples of projects. Let's zero in on one of them to talk more about tasks.

ORGANIZE AN OPEN STUDIO WEEKEND

You organizational, promotional, and creative tasks—all needing to be identified as part of the project and taking place within the same period of time. A quick accounting of tasks might look like this:

- Check family and community calendars and decide on best date.

- Make a guest list.
- Decide what will be for sale (and what won't).
- Send a save-the-date email or postcard.
- Prepare the artwork (matting, framing, etc.).
- Consider refreshments.
- Make labels, with prices, for the art.
- Send the invitation via email or postcard.
- Make signs so people know where to come.
- Be ready for sales: credit card processing, receipts, and packaging.
- Line up helpers to:
 - Activate the space with warm bodies.
 - Process sales.
 - Take photos.
- Send a reminder (private messages when you can).
- Buy refreshments.
- Send thank-you notes to friends and buyers.
- Conduct a review of how things went while the event is fresh on your mind.
- Update your inventory with any work that is sold.

And I'm certain that's not even the half of it.

Each one of them needs a *do* date—the date that you plan to do the task. In my experience, do dates are a good first guess. We are always moving around do dates, but having them let's us look at time more realistically. If you suddenly realize that 50% of your do dates fall in one week, you need to do some fancy maneuvers.

*You're going to have a lot of tasks. Decide how you will keep them straight. We love digital task lists because they're easy to update, move around, and repeat. <stress repeat - for the next time you do a show >

I also get that it's easy to love paper lists. Whatever you choose, I caution you to keep your lists in one authoritative location so that you always know where to find it.

You are probably going to spend more time fleshing out your to-dos. As you well know, a task list is never done. You're always thinking of things to add, marking tasks done, changing *do* dates.

 Where will you keep all of your tasks for these projects?

Your Action Plan

*Let's break for an overview of what we're about to do so you can see how it's all going to fit together. I'll go through this map, of sorts, and then we'll dive into the individual steps.

If you did your homework ...

You have **Outlined Current Projects & Tasks** (workbook page 6).

And you have **Decided on Aspirational Types of Venues** (workbook page 7). If not, these are your first steps.

Now ...



You will **Research and Name *Specific* Aspirational Venues**.



Identify a Format for Your Opportunities Tracker



Make a form for Each Aspirational Venue within your Opportunities Tracker. Use the Venue Template on page 9 of the workbook as a starting point.



Following the guidelines on page 11, **Conduct Opportunity Reviews** regularly. [See full visual on page 6.]

Research and Name *Specific* Aspirational Venues

You might know of a few out of the gate—ones you are keeping your eyes on—but this is an ongoing process. You're always looking for the next opportunity for showing and selling, so this is part of your routine. Key to keeping your system humming.

What I mean by elevating shows is that I don't want you to get comfortable showing and selling at the same places or with the same people. Grow! Challenge yourself.

I had a client once tell me that she was proud that she got into every show that she submitted to. I responded that she probably hasn't set the bar high enough. She was playing it safe. (It's been fun to watch her thrive since then—whether or not my admonishment had anything to do with it.)

Start with the list of venue types on page 10 as you're doing your research. I break down venues into brick-and-mortar, online, and people who can help you sell.

As I have said, some venues are better for shows than others. Some are better for sales than others.

To that, I'll add, some are better for you than others. Some are better fit for other artists—they just aren't your jam.

It's a personal quest to find the best next-step venues for you, which is why every artist's plan is unique to them. Your plan isn't going to look like anyone else's here.

There are a couple of the types that artists usually have the most questions about: Art Consultants and Agents.

An **art consultant** is someone who buys or places art for someone else: a business (hotel, hospital, bank, law firm) or perhaps a city. They represent their clients, not artists, but it does seem like they have favorite artists to work with. They do buy art from an artist's inventory, but it's more likely they'll want a custom commission.

You'll find art consultants in larger municipalities.

An **agent** is a unicorn. They really don't exist, and for artists with aspirations of museums and galleries, you don't want an agent. You want a studio manager. But I put it on here because I've seen family members and best friends act as agents and those are probably the best agents you can find.

 Do you have any questions about this list of venue types?

When you've researched and named specific aspirational venues, you're going to need a place to store them. This will be your Opportunities Tracker.

Identify a Format for Your Opportunities Tracker

There are at least three good options for keeping track of your prospective shows and venues, and probably many others that I'm not aware of. Use what you know. It's not about getting fancy new tools, but about finding something that is comfortable and has low friction point for implementing your plan.

Consider these.

1. Paper: Duplicate the template on page 9 for every venue or show you want to track and organize them in a notebook in a way that makes the best sense for your use.
2. Spreadsheet: Turn the template on page 9 of your workbook into a spreadsheet and customize it for your use.
3. Digital organizer: Make a notebook in Evernote or a database in Notion for your tracking. I have created a simple Notion template for your use that's available with the resources in this module. My warning: Don't use Evernote or Notion *only* for your tracker. Use a tracker within a platform you're already using for other aspects of your business.

There's a place for your decision at the top of the Opportunities Review on page 12 of the workbook.

Complete a Form for Each Named Aspirational Venue

Now that you know how you're going to keep your Opportunities Tracker, you can begin filling it out using the template on page 9 as a starting point.

This is an old-fashioned fill-in-the-blanks exercise. I think I've made it easy for you to at least get started.

There's one checkbox I want to call your attention to:

☐ Research artists associated with the venue

Consider the following:

In the venues where you currently show and sell your art, name other artists who you think might have comparable offerings and prices.

In the venues or locales where you *want* to show your work, whose work is most similar to yours?

Describe their work, including price range.

How are they similar?

How are they different?

What do they do better than you that you might aspire to?

Where do they leave opportunities for you?

This could be a separate worksheet, but I don't think you need it. If you want to keep track of that info, do it digitally somehow because all of that paper will drive you batty and waste natural resources (there's a place for it in the Notion template).

Voilà! You have an Opportunities Tracker.

Here's the thing though. **What we have so far is only storage.** It keeps everything in one place, which is great, but there's another step (our final step) that is even more important—the pillar of this entire system we're creating to help you elevate shows and increase sales..

Conduct Opportunity Reviews

If you don't review your list of prospective venues and opportunities regularly, what's the point? You worked so hard on it, but it isn't useful in storage.

You and I both know how easy it is to forget about stuff like this.

You sign up for a workshop with the best of intentions and follow all of the steps while the workshop is going on. What happens to that work? Do you remember where it is or what you set out to do when it crosses your mind 2 months from now?

Systems don't work by themselves. You have to work the system you created, which in my world means regularly reviewing the information.

Let's look at the review and make sure you know how to use it. [See video.]

Every time you sit down for a review, you will become more familiar with your aspirational venues.

Elevating the venues where you show and sell ... increasing your income from the effort you put into those venues ... means taking consistent action, even when the steps are small. (And they're always small by definition.)

Something to think about: **Postponing action is only delaying any potential positive results.**

This is why there is never "the right time" to do something. Waiting until things are perfect is never an acceptable answer. Life will get in the way. You'll find more reasons putting off your progress.

If you are able to do it now, why wait? Do it now.

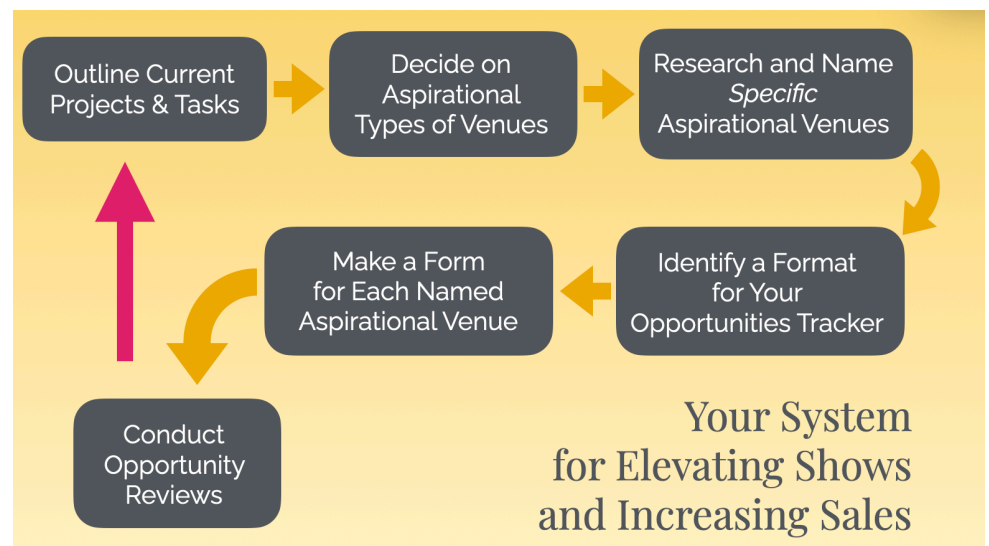
And here's what happens.

The System's Cycle

I said that was our final step, but that's not the full story. Your Opportunity Reviews restart the entire system!

From your reviews, you begin **elevating the venues and opportunities you're tracking—one at a time—and turn them into projects and tasks**: a show, gallery representation, a commission, a promotion, or a networking focus.

The system is complete.



Claim Your CREDIT

My team and I at Art Biz Success provide ongoing support for your art business goals in many ways so that you can find the right fit for you.

Remember that you have been offered a **\$1 membership trial** into our Art Biz Connection community—an offer good through September 24. Here's what's coming up and open to all members ...

9:19 :: Coworking session to make more progress on your plan

9:24 :: Quick Start for a season of Shows & Sales

10:9 :: Studio Talk with Suzanne

You can always stay at that community level and benefit from our live almost-weekly sessions. Or you can add the learning center modules to your membership.

As I've said, my premiere marketing program is the all-inclusive ESSENTIALS for Artist Success, which is divided into 3 seasons throughout the year.

This season, our focus is, as you know, on shows and sales.

\$100 Off Essentials or the Current Shows & Sales Season

I'd love for you to join me in Essentials! Action Planners can get \$100 off the whole program or current season from now through September 24.

Info for how to use your credit is on [Your Action Plan](#) in the learning center. Look for this —>>

Get \$100 Off through September 24

Implement your plan with the help of our community and learning structure.

Join either the full Essentials program or the current Shows and Sales holiday season.

This offer is for you if you paid for this planning workshop, but haven't yet signed up for Essentials.



\$100 Credit

Power up your plan for shows and sales while receiving support from me, my team, and our ambitious members.

🔴 To get \$100 off of EITHER Essentials for Artist Success or the upcoming Shows and Sales season, enter this promo code for a discount off of your payment in full for your program of choice:

IMREADY

[GET PROGRAM DETAILS](#)

Remember to use promo code "IMREADY" at checkout to get \$100 off of the full payment. Click Apply and make sure the total is correct before submitting payment.

September—December 2024

The holidays are hard to ignore.

I'll show you how your art business can thrive during this bustling time of year—finishing the year strong rather than ignoring the opportunities.

September 24  Making Your List, Checking It Twice ► Topics to Start Your Season Off	October 16  Holiday Hustle without the Hassle ► Plan Now for Increasing Holiday Sales	November 13  Gift Yourself New Markets ► Elevating Where You Show & Sell	December 11  Maximize Your Merry ► Take Your Ideas to the Next Level
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The upcoming season has a special fun holiday theme, but the learning modules are seriously foundational to your business.

Check out the Essentials info packet and syllabus for the season in the sidebar in the learning center.

The lessons are just the start. We support you in live gatherings throughout the program.

Don't Need Classes?

If you think you are beyond the learning phase, you can apply to join our **Art Biz Accelerator**—a 1-year commitment to membership in a close-knit group of artists that I lead in higher level discussions about their art businesses twice a month.

<https://artbizsuccess.com/accelerator>



Please email me directly if you have any questions about these programs or my private coaching:
alyson@artbizsuccess.com

Thank you for doing this work with me and our other artists! It's been an honor to lead you through this process.

I hope I will be able to continue supporting you in my community and learning programs. Please let me know if you have any questions about your next steps.

With gratitude,

A handwritten signature in black ink, appearing to read 'Alyson', followed by a long, horizontal, wavy line that extends to the right.

