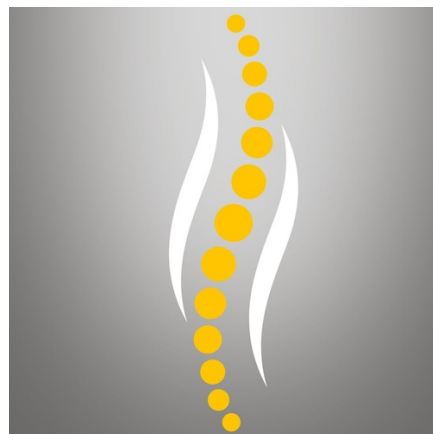


Action Plan for Shows and Sales *Preparation Tips + Info*

Your Action Plan for Shows + Sales info, schedule, join links, recordings, and downloads are all in our learning center.
Bookmark this page:

➡ <https://my.artbizsuccess.com/courses/plan-shows-sales/>



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TIP #1: SCHEDULE OUR SESSIONS

Here are the dates and times of our sessions. If you can't attend live, set aside time on your calendar to watch the replays and do the work.

<i>Tuesday September 10</i>	<i>Wednesday September 11</i>	<i>Tuesday September 17</i>
INTENTION FOR THE DAY PRIORITIZE, DECIDE	INTENTION FOR THE DAY PLAN TO IMPLEMENT	MEMBER OFFICE HOURS GET QUESTIONS ANSWERED
2 pm Eastern Time (New York)	2 pm Eastern Time (New York)	4 pm Eastern Time (New York)
Get clear about the common qualities of your best venues for shows and sales.	Make a plan, with my guidance, that has dates and deadlines attached. Consider using internal and external accountability.	• For members of Essentials and the Accelerator • Drop in for clarity about your plan for shows and sales. Ask questions and get my best answers.
Decide what your goals will be, and prioritize the strategies and tactics for elevating shows and increasing sales.	I will also show how my classes and community can help you find answers and implement your plan.	Not a member? Consider joining us in Essentials for workshops, resources, strategies, and accountability.
<i>90-120 minutes</i>	<i>90-120 minutes</i>	<i>Est time: 50-75 minutes</i>

TIP #2: REVIEW YOUR NUMBERS

You can't make a decent plan by ignoring the past. Because this workshop and the upcoming season of ESSENTIALS is focused on elevating your shows, increasing sales, and amplifying joy, get real about your current situation.

Itemize your efforts over the past 3 years. You can go back further than that, but start with 3 years. If you have a new art business, you can adjust the dates.

Here's what you want to document ...

1) Any shows you have had. For each:

- Where was it?
- How did you or the venue promote it?
- What worked and what didn't (however you want to define that)?
- What results did you receive? (Think: new followers and subscribers, sales, potential opportunities)

2) Your income.

- What are your income categories?
- What have your gross sales been in those categories for the years you are analyzing?
- What have you learned by looking at those numbers?

★ **BONUS: If sales are vital to you, I encourage you to go deep. I have provided bonus videos and worksheets to help you complete this process.** You'll find them in the gray video box under PREPARE on the workshop page in the learning center.

TIP #3: CAPTURE OBLIGATIONS

Be sure that all of your obligations, with special focus through December 31, are on your calendar or task list.

EVERY obligation. This includes studio time, exhibitions, writing, teaching, marketing, travel, family gatherings and caretaking, travel, exercising, holidays, self-care, and down time.

TIP #4: CREATE SPACE

Planning takes a lot of focus and energy. You can't plan effectively when you're multitasking. (You can't do anything effectively when you're multitasking, but I digress.)

The space I'm talking about creating is mental, digital, *and* physical. Between now and the start of our sessions, make space by doing the following.

- Clean off your desk.
- Purge computer files and your inbox, if necessary.
- Put things in their proper places and recycle what you no longer need.
- Straighten up your physical space so that you have minimal distractions. Make it a place where you look forward to spending time.
- Extra credit: You have 2 hours for each of our sessions already on your calendar (Yes?). Now, block off an extra 30 minutes before each session so that you're not in a rush when you arrive.
- Extra *extra* credit: Add a place in your calendar following each session—an extra hour or two in the evening or on the following day. This is for you to process what you're learning and do the homework.

Sometimes we don't have enough brainpower to do deep work like planning if we're distracted or unhappy in our physical environment.

Do your best to eliminate every possible excuse for not doing this work.

TIP #5: GATHER TOOLS

Gather the tools you know you'll need for this process.

- Get your favorite note-taking journal or app ready. While I'll be sharing a workbook, you want to be able to keep notes *your way* so that they are useful to you later.
- I also suggest paper for doodling during the sessions. There's scientific evidence that doodling helps with learning.
- Suggestion from a previous participant: Confirm that you have plenty of ink in your printer and paper. You will need to print off the handouts and worksheets and then want a place to keep them neatly. Speaking of ink ...
- See that your favorite pen has plenty of ink in it and that you have pretty colors to add to your notes. Or ... *oh oh* ... washi tape!

TIP #6: JOIN US

Your final tip is to take advantage of a \$1 membership offer in the Art Biz Connection.



- Ask questions about anything that comes up around your plan and receive answers.
- Submit Friday progress reports for a little accountability.
- Attend live community gatherings for extra support.

Details are on the workshop page in the learning center.

That oughta do it. See you soon!

 Email us with any questions: hello@artbizsuccess.com

 Workshop site: <https://my.artbizsuccess.com/courses/plan-shows-sales/>

(use the login info that was emailed to you)