

Action Plan Planning Workshop

Essentials for Shows & Sales



September 10-11, 2024

Workbook

ART BIZ success
with Alyson Stanfield

My Hopes for Your Plan

1. Elevate the quality of exhibitions and shows you participate in.
2. Increase your art income, if it aligns with your goals.
3. Experience more joy in your practice and business.

Alyson's Planning Principles

1. Planning requires ...
2. Planning gives you ...
3. You can't control ...
4. Prioritization is ...

Between now and December 31, there are:

_____ Weeks _____ Days _____ Hours

Your Shows & Sales Projects

1. What do you already have scheduled in 2024 that gives you opportunities for sales?
2. Is there anything special you want to add to increase your income? Anything around the holidays?
3. Please rank any projects you have above in order of importance for your goals. What are your top 3 (max) projects for the rest of 2024?

Strategies and Tactics

Strategy 1: **Refine the Quality and Presentation of Your Art**

Tactics:

Strategy 2: **Augment or Change Your Offerings**

Tactics:

Strategy 3: **Upgrade and Expand Exhibition Venues and Opportunities**

Tactics:

Strategy 4: **Leverage Online Platforms and E-Commerce**

Tactics:

Strategy 5: **Optimize Pricing and Sales Strategies**

Tactics:

Strategy 6: **Strengthen Marketing and Communication**

Tactics:

Homework for Day 2

- For 2024 —> What 2 or 3 tactics will you commit to focusing on through 2024 to make the most of what is already on your schedule?
- For 2025 and Beyond —> What 3-4 key activities can you commit to every year that offer strong opportunities for sales and recognition?
- Complete pages 6 and 7 to the best of your ability.

Define Associated Tasks and Deadlines

List the necessary tasks (and tactics) associated with the top 3 projects you defined above, remembering that each task must be a single, self-contained action. Assign *do* dates to each task.

Tasks for <project 1>

Tasks for <project 2>

Tasks for <project 3>

Venue Aspirations

Complete the following to create and rank venues where you might like to show/sell.

1. Right now, I am showing/selling in these venues or types of venues:

My best venues for sales are:

I think I have moved beyond these shows or types of venues:

2. I aspire to exhibit/sell in these venues or types of venues:

3. I can see that these types of venues might be steps along the way to my aspirations:

Use the Venue Template on page 9 to begin researching specific venues (rather than just types of venues) that fit into these last two lists and will be added to your Opportunities Tracker. If you use paper, you can duplicate it for each venue you want to stay in touch with.

Analyzing Venues

This list also something to keep handy as you are analyzing venues for potential opportunities, shows, and sales.

Possible Advantages of Exhibition/Sales Venues

- Doesn't charge rental fees.
- Takes a reasonable percentage of sales.
- Is nearby—easy to attend shows and openings and to invite your list to attend.
- Installs the artwork using professional art preparators.
- Is a known place to look at or purchase art.
- Has a great location that has decent parking and foot traffic.
- Is open during convenient hours.
- Has a professional, courteous staff that knows how to sell art. (Visit!)
- Offers a gorgeous gallery space with excellent lighting.
- Provides a good opportunity to connect with other artists and potential collectors.
- Buys advertising.
- Is known to have bustling openings and events.
- Is active on social media and has promoted its artists well in the past.
- Keeps its website updated.
- Cultivates a mailing list of people who buy art.
- Has a track record of first-rate exhibitions and artists.
- Has hosted exhibitions that have been reviewed in the paper or on art blogs.
- Will sponsor the opening reception.

Possible Disadvantages of Exhibition/Sales Venues

- Asks for a rental fee.
- Is far away, which makes it difficult to make connections.
- Is not insured for your art and has no security staff or system.
- Doesn't have proper display mechanisms - such as pedestals or cases - for your work.
- Is off the beaten path and doesn't see much traffic.
- Has a wall or floor color that clashes with your art.
- Is not climate-controlled or has poor lighting.
- Is not known for showing art.
- Doesn't advertise or isn't active on social media.
- Has an outdated website.
- Is, in a word, dirty! You don't want to be embarrassed to point your guests to the bathroom.
- Is closed to the public on weekends or evenings, or is known to have unreliable hours.
- Provides little or no parking places.
- Has a reputation for not paying artists on time.
- Has personnel who are difficult to work with or who don't respond to your inquiries.
- Asks for an unreasonably large percentage of sales.
- Won't sign consignment forms or agreements.
- Insists that you pay for everything.

Venue Template

VENUE or SHOW NAME:

BACKGROUND INFO (i.e. the date founded, staff, deadlines, etc.):

STAFF/CONTACT:

ADDRESS:

WEBSITE URL and your impression:

SOCIAL MEDIA LINKS, activity, and your impression:

ADVERTISING and MARKETING:

Are their shows listed on calendars of local publications?

Do they do any print advertising?

How frequently do they send emails? (sign up for their list!)

ADVANTAGES:

DISADVANTAGES:

CONNECTIONS TO VENUE:

Who do you know who is a patron of the venue or who shows there?

- ☐ Research artists associated with the venue
- ☐ Follow venue, staff, and artists on social media

HOW DOES THIS OPPORTUNITY FIT WITH YOUR ASPIRATIONS?

Venue Types for Shows & Sales

A reference list—by no means complete—to spur ideas.

BRICK AND MORTAR

- Bookstores
- Coffee shops & Restaurants
- Libraries
- Churches
- Corporate spaces
- Retail stores
- Niche markets (garden centers, veterinary offices, spas)
- Open studios
- Private homes
- Juried shows
- Art festivals
- Commercial galleries
- Non-profit & Art centers
- Museums

ONLINE

- Online marketplaces (Etsy, Saatchi, etc.)
- Your website
- Social media

PEOPLE

- Interior designers or decorators
- Art consultants
- Private homes
- Agents
- Patrons (commissions)

Opportunity Debrief

Project:

Date(s):

Consider how this opportunity brought you more experience, more subscribers or followers, more buyers and collectors, more students, or more sales. Document any numbers.

What was good about this opportunity?

Now think about the effort you made: being organized, meeting deadlines, marketing, following through ...

What did I do right?

What could I have done better? Where, if at all, did things go wrong?

In what ways did I communicate effectively? How could my communication have been clearer?

This is how I followed up during and after the project:

What did you learn during the process? (*What sold, what did you hear from other artists involved, etc.*)

What will I do differently next time?

What additional questions will I ask before taking on similar project in the future?

How could I improve my procedures for handling projects like these?

Opportunities Review

Define the format you'll use as an Opportunities Tracker for shows and sales:
(Name any digital or analog tools.)

I commit to reviewing and updating my opportunities _____.
[frequency]

During your Opportunities Review, you will:

- ✓ Get out your Opportunities Tracker, in whatever format you use to maintain it.
- ✓ Conduct an Opportunity Debrief (page 11) for any shows and sales projects completed since your last review.
- ✓ Examine upcoming projects and tasks to ensure you've captured everything that needs attention.
- ✓ Brainstorm and consider new tactics for improving future results.
- ✓ Assess the venues you've been following and determine your next steps for each one.
- ✓ Research new venues and opportunities to start tracking and exploring.
- ✓ Schedule your next Opportunities Review on your calendar.

Extra credit: **To consider for 2025 and beyond ...**

What 3-4 key activities can you commit to every year that offer strong opportunities for sales and recognition?

You Did It!

Now you have Your Action Plan for Shows & Sales.

- ✓ You have reviewed your results from recent years and figured out what has been working for you.
- ✓ You have considered strategies and tactics for improving results.
- ✓ You have identified the projects and tasks that are most promising for the rest of the year.
- ✓ You know that some venues are better for shows and sales of *your* art and have prioritized those.
- ✓ You are committed to tracking opportunities because being intentional and following up is the fastest way to reach your goals.
- ✓ You have designated a regular Opportunities Review and have steps to follow for that process.

REMEMBER ...

Plans aren't magic—they won't work on their own.

You have to work your plan!

By committing to regular Opportunities Reviews, you'll keep the momentum going and ensure your plan is doing the heavy lifting for you.

My team and I would love to support you for the rest of the season and beyond!

ESSENTIALS FOR SHOWS & SALES

Syllabus*



September—December 2024 with a nod to the holidays

Under each date are the main lessons (as bullet points) to be reviewed before the live Lab.

SEPTEMBER 24 LAB: MAKING YOUR LIST, CHECKING IT TWICE

This is our quick start and orientation. There's no need to do any prep work beforehand.

- What to expect in this program, how to make the most of it, and how to find information and get answers.
- Why every artist must include solo shows for their resumés.
- How to stay focused on attracting venues rather than always worrying about approaching them.

OCTOBER 16 LAB: HOLIDAY HUSTLE WITHOUT THE HASSLE

Let's consider options for increasing sales around the holidays before it's too late.

- Learn the benefits of doing collection releases (aka "drops") and get a structure for pulling them off.
- Hosting an open studio is relatively low friction and puts you in total control.
- Why showing in restaurants and contributing to fundraisers can be a boon (when done properly).
- You can have a sale of your art and feel good about it.
- Understand the email marketing rhythm for promotions.

NOVEMBER 13 LAB: GIFT YOURSELF NEW VENUES

We'll explore options for making your next step and lining up opportunities for shows and sales in 2025 and beyond.

- Exploring alternative venues because where you show your art is limited only by your imagination (and sometimes your ego)
- Prepare for gallery representation if it's right for you.
- How to write exhibition proposals for showing your work in new places.
- Consider whether or not museums are for you.

DECEMBER 11 LAB: MAXIMIZE YOUR MERRY

Now we're going to talk about next-leveling your results. When you want to expand your audience and influence, consider these options.

- Collaborating with others (not only artists) is a higher form of thinking about your art business and career and yields so many benefits
- Finding just 1 interior designer or decorator who loves your work can make a huge difference in your bottom line.

*This schedule may change as I respond to what you need to elevate your shows, increase sales, and amplify joy. I won't take anything away, but I like to add stuff. 🤖

Here's the best part ... Save \$100 when you sign up by September 24.

I like to reward students who pay for one of my planning workshops.

Get \$100 off of ESSENTIALS FOR SHOWS & SALES or the full Essentials program by using the promo code 'IMREADY' at checkout.

Our quick start and orientation session is Tuesday, September 24.

Your shows & sales coworking session is Thursday, September 19.

<https://artbizsuccess.com/essentials>

Thank you for doing this work with me! 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', with a long horizontal flourish extending to the right.