



ARTIST MASTERCLASS: Mastering Your Art Career

By Rafi And Klee Studios • 10/10/2023

Supported by a grant from Erie Arts & Culture, with funds from the National Endowment for the Arts.

Schedule

10:00AM – Getting Started In Your Creative Business

1:00 PM – Pricing and Showing Your Art

2:00 PM – Marketing Yourself Creatively Online and Offline

3:00 PM – How to Maximize Your Web Presence

4:00 PM – Capitalizing On Your Creativity

5:00 PM – 6:30 PM: Artist Q&A



LET'S GET THIS PARTY STARTED

Expectation VS Reality

Jumping through hoops or doing your own thing.

Creative Business Plan

- Start where you are with what you have.
- Keep it all simple. Do the least.

10 Step Rogue Formula

This will help you focus on what's important.

ROGUE ARTIST CAREER FORMULA

- Decide What You Are About.
- Create Art.
- Throw Out What You Think You Know About The Art World.
- Put Yourself and Your Art Out There.
- It's About People.
- Push Boundaries.
- Persist Through The Bullshit.
- Remember That Pricing Evolves.
- Change As Your Art Career Changes.
- Keep Trying New Things.

Important Things To Remember:

Don't Let Legalities Stop You

- Sole Proprietor Is Recommended To Start.
- Contact Departments In Your Area To Find Out More.
- Take Your Time And Build.

Most Important

- Stay Persistent and Patient. None Of This Happens Overnight, despite what you may think.

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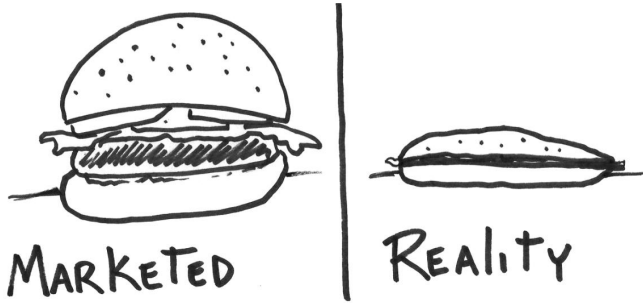
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PRICING AND SHOWCASING YOUR ART

PRICING FORMULAS EVOLVE

You Uniquely Are Where You Are At The Time You Are There.

Cost-Based Pricing

- Square-Inch Method
- Keystone Pricing
- Overhead Pricing

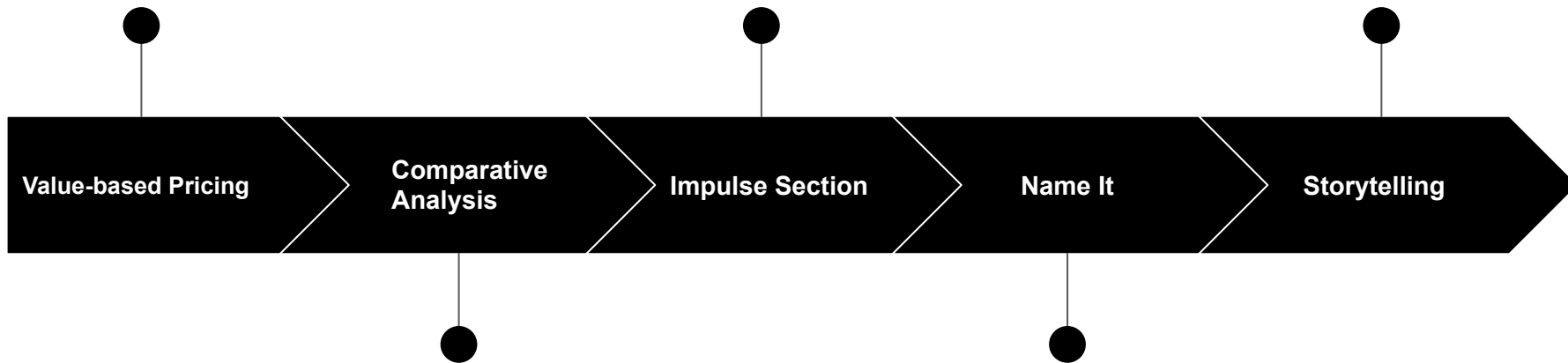
Showcase Your Work

Doesn't Matter What You Price The Art If You Don't Put It Out There, A Lot.

Organic and grows based on demand.

Something for everyone. Myth: Only rich people buy art.

Create a deeper connection with potential buyers.



Research and analyze the pricing strategies of artists and galleries in your niche and area.

This helps build a recognizable brand that attracts collectors and fans.

Places To Showcase Your Work

- Art Galleries
- Art Fairs and Exhibitions
- Online Art Marketplaces
- Personal Website
- Social Media
- Art Blogs
- Print-on-demand
- Small Art Walks
- Church Events
- Vendor At Any Festival
- Flea Markets
- Live Painting events
- Art Studio Tours
- Open Houses
- Art Co-operatives
- Public Spaces
- Art Licensing
- Online Art Portfolios
- Art Contests and Competitions
- Front Yard at events
- Art associations
- Coffee Shops
- Art Workshops and Classes
- Art Publications
- Art Collaborations
- Virtual Galleries
- YouTube
- Local Art Associations
- Art Installations
- Any Local Businesses
- Yard And Art
- Pop-ups
- Your Own Event
- Farmers Markets

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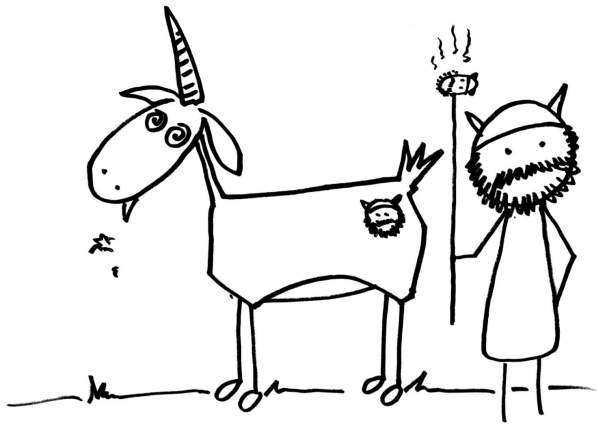
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CREATIVE MARKETING

ARTIST ARE THE BEST MARKETERS

Marketing is a creative act, not an analytical one.

HAVE A REASON FOR WHAT YOU DO. DON'T CHASE:

- Validation
- Fame
- Money

EVERYTHING YOU DO IS MARKETING

You can't leave the house without saying something. Even if you stay home, you are saying something. Control the narrative.

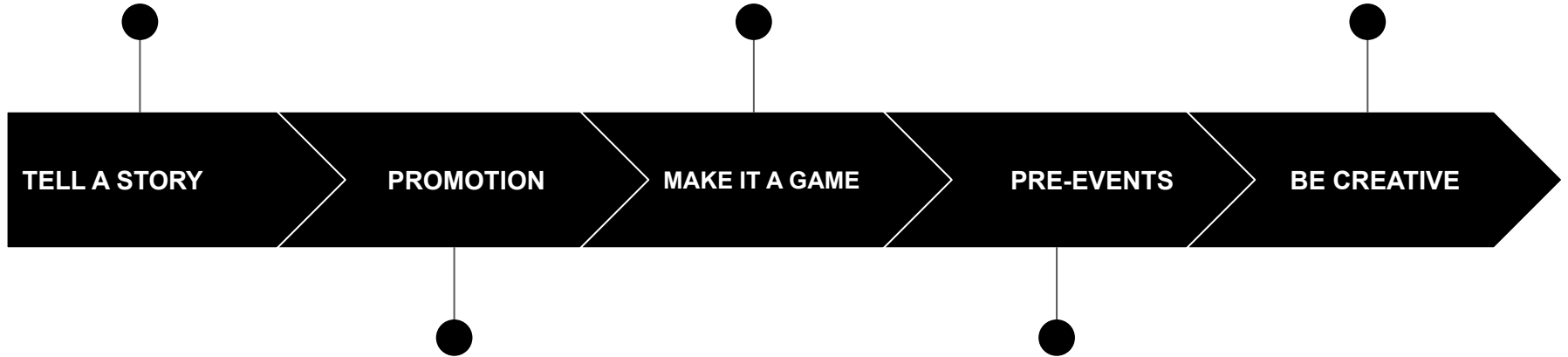
EVERYTHING IS MARKETING

- Street Art and Graffiti
- Flash Mobs
- Magnet Bombing
- Chalk Art
- Reverse Graffiti
- Public Stunts
- Associations & Chamber
- Mobile Billboards (CAR)
- Pop-Up Events
- Street Teams
- Hidden Messages To Decipher
- Scavenger Hunts
- Street Performances
- Live Painting
- Sidewalk Chalk Messages
- Projection of art
- Clever Signage
- Costume Marketing
- Interactive Installations
- Pet Marketing
- Public Challenges
- Social Media
- Fake Protest Marketing
- Videos
- Art Events
- Concerts
- Local businesses
- Event Calendars
- Email
- Postcards
- Posters
- Free Stuff
- Murals
- Window Art
- Blogs

Use storytelling to evoke emotions and create memorable experiences.

Make it fun, not boring.
No one likes boring.

Generate buzz and word-of-mouth through surprise and creativity.



TELL A STORY

PROMOTION

MAKE IT A GAME

PRE-EVENTS

BE CREATIVE

Don't be afraid or too shy to scream it from the mountain tops.

Do all kinds of fun things leading up to the event.

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MAXIMIZING YOUR WEB PRESENCE

BUILD A STRONG ONLINE PRESENCE

Create a place where people know how to find you always.

YOU ARE THE CENTER OF THE BULLSEYE OR WEB:

- Share Web Address
- Blog
- Everything becomes searchable

ALGORITHM

It is a myth to think you can keep up with or beat the algorithm.

Easy Search Engine Optimization (SEO):

PAGE TITLES

Make it searchable, not obscure - Products, blogs, posts, videos.

META DESCRIPTIONS

Sounds complicated, but it's not. (1st line Or Excerpt)

IMAGES

Image captions & Image Metadata Jpeg

TAGS AND HASHTAGS

They are just a way to organize content and make it easier to find.

WHY YOU SHOULD HAVE A BLOG

- Showcase Work
- Personal Branding Of You
- Engage with Your Audience
- Makes Your Website Non-Static
- Build Authority
- Promotion
- Documentation
- Creative Outlet

Quality Content:

Don't share crap, just to share for sharing sake. Create something that has value, but don't overthink it.

Value can mean many different things to different people. Do you feel it would have been valuable to a past version of you.

MORE CONSIDERATIONS FOR THE WEB

- Mobile Optimization
- Social Media Presence
- Google My Business
- Online Directories and Listings
- Email Marketing
- Pay-Per-Click Ads (Maybe)
- Influencer Marketing
- Podcasts
- Videos
- Webinars and Live Streaming
- Online Reviews and Testimonials
- Content Sharing (Spotify)
- Community Engagement
- Website Speed and Performance
- IFTTT
- Keep Up With It All

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CAPITALIZING ON CREATIVITY

WOULD YOU DO IT FOR FREE?

What are the things you love doing and can you make a business out of it.

PASSIVE INCOME

You do the work once and then it continues to sell and make money.

ACTIVE INCOME

You have to put in the work to make the money.

ACTIVE INCOME AS AN ARTIST

- Art Shows And Festivals
- Art Exhibitions
- Pop Up Events
- Online Art Website
- Commissions
- Artist Enhanced Prints
- Made To Order Art
- Signed Prints And Other Material
- Virtual Online Art Show
- Murals And Installations
- Art At Business Events
- Live Painting Events
- Live Music And Music CD
- Workshops And Lessons
- Membership Site
- One On One Coaching
- Freelancing Graphic Design Or Videography
- Jingle Writing
- Calendars And Other Seasonal
- Grant Applications
- Murals And Installations
- Speaking Engagements
- Book Fairs And Events
- Business Consulting
- Artistic Tattoo Design

PASSIVE INCOME AS AN ARTIST

- POD Prints
- Published Books
- Published Audiobooks
- POD Merch
- Published Video Content
- Distributed Music
- Published Online Courses
- Gallery Representation
- Digital Products
- Sponsors & Affiliates

THINGS TO THINK ABOUT (EXTRA INCOME)

- Freelancing Gigs (uber Newspaper Etc)
- Crowdfunding and Crowdsourcing
- Art Licensing
- Online Marketplaces
- Event Hosting (Admission)
- Pet Portraits
- Art Retreats
- Art Installation Services
- Artistic Services for Events
- Side Hustles
- Art Restoration
- Art-Based Subscription Box
- Interactive Art Exhibits
- Art-Themed Tours
- Art Therapy Get Certified
- Art Residencies
- Artisan Pop-Up Shops
- Art Auctions
- Art-Based Fundraisers
- Rentals And Airbnb

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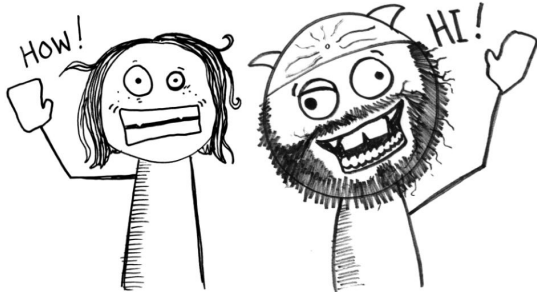
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MASTERCLASS

Q&A

1. Ask your burning questions.
2. Stay casual and have fun.
3. Raise your hand to ask question.
4. You can ask as many questions as we have time for.