

ART FLUENT

providing resources and opportunities for artists worldwide



THE ART OF GROWTH
BALANCING ART MAKING
AND GROWING YOUR ART
BUSINESS



Hello artist friends!

In the pursuit of artistic excellence, many artists often find themselves at a crossroads, torn between their passion for creating art and the practicality of running a successful business. It can be a daunting task to strike a balance between these two worlds, but rest assured, it is an achievable feat.

Here we aim to provide artists with invaluable insights and actionable tips on setting goals that harmonize their creative aspirations with the demands of entrepreneurship.

So, whether you're a seasoned artist seeking to revitalize your career or an emerging artist looking to find your footing, join us as we explore the key principles and practical advice that will empower you to pursue your artistic dreams while maintaining a successful business.

All my best,

DEFINE YOUR VISION

The first step in setting goals is to define your vision. You need to know what you want to achieve in the long term. Having a clear vision will help you stay focused on your goals. Ask yourself questions like...

- What does success as an artist mean to me, and how does that align with my vision?
- What do I want to achieve or communicate with my art?
- What kind of impact do I want to make on the art world or my community through my work?
- How do I want my art to evolve or progress over time?
- How can I use my art to raise awareness or advocate for social, cultural, or environmental issues that are important to me?
- How do I want my art to be remembered or recognized by others?

KNOW YOUR AUDIENCE

Take time to define your artistic style, target audience, and unique value proposition. Understand who your target audience is and what they want. This will help you create art that resonates with them and develop a marketing strategy that effectively reaches them.

SET SPECIFIC GOALS

Once you have defined your vision, break it down into specific goals. When setting goals for your art business, make sure they are realistic and achievable. This will help you avoid burnout and stay motivated. With your specific goals in mind, prioritize them based on their importance. Focus on the goals that will have the most significant impact on your art career. For example, if your priority is to build your network, attending art shows and exhibitions should be a top priority.

MANAGE YOUR TIME

Managing your time effectively is crucial to balancing your art practice with running a successful business. Create a schedule that includes time for creating art, promoting your work, and managing your business. Break down your goals into smaller, actionable steps, and set deadlines for each step. This will help you stay on track and measure your progress.

PRIORITIZE YOUR CREATIVE TIME

Identify your most productive and inspired periods during the day and allocate that time specifically for creating art. Guard this time as sacred and minimize distractions. Break down your larger artistic and business goals into smaller, achievable tasks. Assign deadlines to each task to keep yourself accountable and motivated. Be mindful of your capabilities and workload when setting deadlines to avoid unnecessary stress. Dedicate specific time slots for promoting your work, such as updating your portfolio, maintaining a website or social media presence, networking, and engaging with your audience. Effective time management is a personal process; what works for one artist may not work for another. Experiment with different approaches and techniques until you find a system that suits your working style and effectively helps you achieve your goals.

TRACK YOUR PROGRESS

Keep track of your progress toward your goals. This can help you stay motivated and adjust your plans as needed. Consider using a spreadsheet or project management tool to track your progress and deadlines. Regularly review your strategies and assess what's working and what needs improvement. Adjust your schedule and methods as necessary to optimize productivity and ensure that your time is well-spent.

BE FLEXIBLE

While setting specific goals and creating a plan is essential, it's also crucial to be flexible. As you work towards your goals, you may encounter unexpected challenges or opportunities that require you to adjust your plans. Stay adaptable and willing to change course when necessary. The art world is constantly evolving, and being flexible can help you stay ahead of the curve.

STAY INSPIRED

As an artist and business owner, there is always something new to learn. Stay up to date on industry trends, attend workshops and conferences, and seek new opportunities to learn and grow. This can help you make informed decisions and stay ahead of the competition. Surround yourself with other artists and their work to stay inspired and motivated. This can help you stay informed about new trends and techniques in your field and connect with other artists who can offer support and advice.

Find a mentor, attend workshops or classes, or participate in artist groups to learn from other artists and gain new skills. To create compelling art, you need to stay inspired. Make time for creative activities outside your art practice, such as reading, traveling, or attending cultural events. These experiences can help you find new sources of inspiration and keep your creative juices flowing.

STAY ENGAGED WITH YOUR AUDIENCE

Engage with your audience regularly by posting on social media, responding to comments and messages, and hosting events. This can help you build a loyal following and increase your sales. Promoting yourself and your work is essential to building a successful art business. Dedicate time to creating a strong online presence, attending events and shows, and networking with other artists and industry professionals.

DIVERSIFY YOUR INCOME

Don't rely solely on selling your artwork to make a living. Remember to balance your income-generating activities with your artistic goals and aspirations. Diversifying your income can provide stability and support your artistic practice, allowing you to focus on your creative vision while meeting financial needs. Explore other sources of income, such as teaching, commissions, art-related services, licensing, grants, and fellowships. The sky's the limit!

INVEST IN YOUR BUSINESS

Running a successful art business requires investment. Consider investing in tools and resources to help you manage your business, such as art business coaching, professional development, or business software. Remember to carefully evaluate your budget and prioritize your investments based on your needs and goals. Consider the long-term benefits and potential return on investment when deciding where to allocate your resources. Investing in your art business can position you for success and contribute to the growth and sustainability of your artistic career.

STAY ORGANIZED

Staying organized is key to balancing your art practice with running a successful business. Use tools like calendars, project management software, and to-do lists to keep up with your tasks and deadlines, allowing for time to create art and handle business tasks like marketing, accounting, and networking.

OUTSOURCE WHEN NECESSARY

Identify tasks that can be outsourced or delegated to others, such as administrative work, social media management, or art logistics. This can free up more time for your creative endeavors. This can help you avoid getting bogged down by administrative tasks and keep your creative energy flowing.

BE CONSISTENT

Consistency is key when it comes to building a successful art business. Make a commitment to your artistic practice, marketing efforts, and professional interactions. Consistency requires dedication and commitment, which is a powerful factor in building a successful art business. Staying consistent will establish a solid foundation for growth, attract opportunities, and build a strong reputation within the art community.

MEASURE AND TRACK YOUR PROGRESS

Define what success means to you and establish metrics to measure your progress. For example, if your goal is to sell more artwork, track your sales over time to see if you are making progress toward your goal. Keep track of your progress towards your goals and regularly evaluate your strategies and outcomes. This can help you identify areas for improvement and adjust your approach as needed.

LEARN FROM FAILURE

Failure is a natural part of any creative process. Adopt a mindset that sees failure as a stepping stone to growth and improvement. Use failures as an opportunity to learn and grow and adjust your plans accordingly. Don't be afraid to try new things or take risks. Take the time to reflect on your setbacks. Ask yourself what factors contributed to the outcome, what could have been done differently, and what lessons can be learned from the experience. This introspection allows you to gain valuable insights and make informed adjustments to your artistic process, strategy, or approach. Remember, failure is not a reflection of your worth as an artist but an essential part of the creative journey. By embracing failure as an opportunity to learn, grow, and take calculated risks, you can evolve as an artist and push the boundaries of your creativity.

BUILD RELATIONSHIPS

Building relationships is an important part of building a successful art business. Networking with other artists and industry professionals can lead to new opportunities and collaborations. Take time to build relationships with collectors, curators, art consultants, and other industry professionals. This can lead to new opportunities and partnerships. Consider collaborating with other artists or businesses to expand your reach and gain new opportunities. Collaborations can help you create new artwork, showcase your work in new venues, and gain exposure to new audiences.

TAKE CARE OF YOURSELF

It's important to have a balance between creating art, managing your business, and taking care of yourself. Running a successful art business can be demanding, both mentally and physically. Taking care of your mental health is important to avoid burnout and maintain your creativity. Setting boundaries is important to maintain a healthy work-life balance. Determine your working hours, take breaks when necessary, and prioritize self-care. Taking care of yourself can help you stay focused, energized, and motivated to achieve your goals.

BUILD A SUPPORT SYSTEM

Building a support system of other artists, mentors, and industry professionals can help you navigate the challenges of building a successful art business. Seek out a community of like-minded individuals and share your experiences and knowledge. It is not only about receiving support but also about providing support to others. Share your knowledge, experiences, and insights with fellow artists. By fostering a supportive and collaborative environment, you contribute to a thriving art community and create opportunities for mutual growth and success.

KEEP EXPERIMENTING

Experimentation is an ongoing process. Feel free to experiment with new techniques, materials, and subjects. This can help you stay inspired and keep your work fresh. Embrace a spirit of curiosity, remain open to new possibilities, and allow yourself the freedom to explore uncharted territories. By keeping experimentation at the core of your artistic practice, you will continue to evolve, grow, and create work that is authentic and meaningful to you.

REMEMBER WHY YOU STARTED

Whose idea was this anyways! Don't forget why you started creating art in the first place. Stay true to your artistic vision and the passion that drives you. This will help you stay focused and motivated, even when faced with challenges. Building a successful art business takes time and patience. Don't expect overnight success; be prepared to put in the hard work and dedication required to achieve your goals.

CELEBRATE YOUR ACHIEVEMENTS

Finally, don't forget to celebrate your achievements along the way. Take time to acknowledge your progress and the hard work you've put into achieving your goals, no matter how small. This will help you stay motivated and focused on your vision for the future. It's about acknowledging and using your progress as fuel to keep pursuing your artistic goals. By taking the time to celebrate your achievements, you cultivate a positive mindset, stay motivated, and continue to create art that brings you joy and fulfillment.