

ARTREPRENEUR ACCELERATOR

\$OUL BUSINESS FOUNDATIONS FOR ARTISTS

The background features a complex, layered pattern of dark, wavy, marbled lines in shades of black, charcoal, and deep blue, with occasional highlights of gold or bronze. Overlaid on the right side is a network of thin, bright yellow lines forming a series of interconnected, irregular polygons. The overall aesthetic is modern and textured.

GET SH*T DONE

THE MINDSET





HOW YOU LOOK AT TIME

- "I *have* to do this" → "I *get* to do this"
- Working *with* time instead of *against* the clock
- Speeding up by slowing down
- Creating room to breathe



YOUR NATURAL CYCLES

- Our energy flows like seasons
 - Spring
 - Summer
 - Fall
 - Winter
- Designing your schedule based on your "mode" that day
- Working *with* your cycles instead of *against* them
- You're better at doing certain things in certain modes



SPRING

- Creating and designing *systems*
- Checking things off the to-do list
- Making your schedule
- Cleaning up the studio
- Finish that painting on the easel
- Great time for the "businessy" side; emails, website, logistics, accounting



SUMMER

- Create, paint, flow
- Go outside and do something that inspires you
- Spend time with community and connect
- Share on socials
- Great time to work on that painting you're just loving working on

The background of the slide is a dark, marbled paper with wavy, organic patterns in shades of black, grey, and gold. In the upper left corner, there are several autumn leaves in shades of orange and yellow, along with two small, light-colored pumpkins. A thin, horizontal gold line runs across the middle of the slide, separating the title from the list.

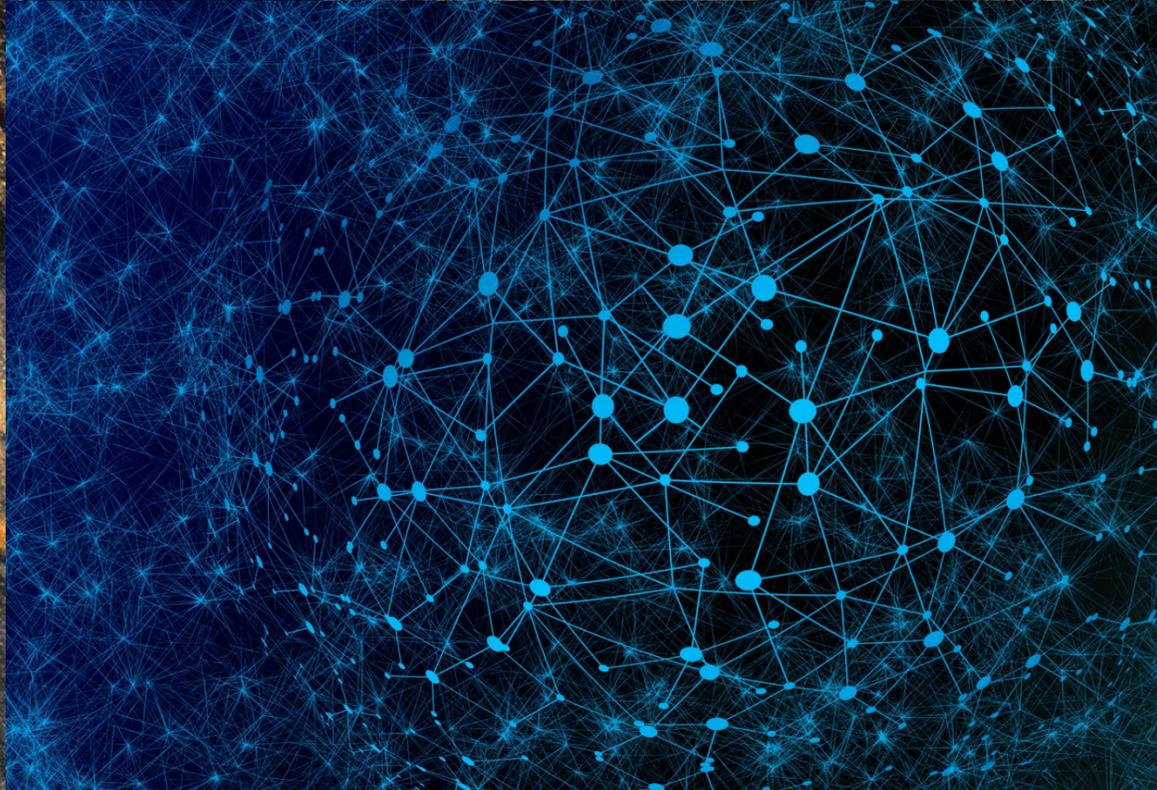
FALL

- Get rid of the systems that aren't working
- Paint over those old paintings you'll never get to
- Start a new piece
- Rebrand your website



WINTER

- Rest, slow down, recharge
- Self-care
- Give yourself time to process
- Be gentle with yourself



SYSTEMS VERSUS ROUTINES

- routines are hard to follow and often fall apart
- systems are malleable and work no matter how you feel or what is happening externally

PRIORITIZATION

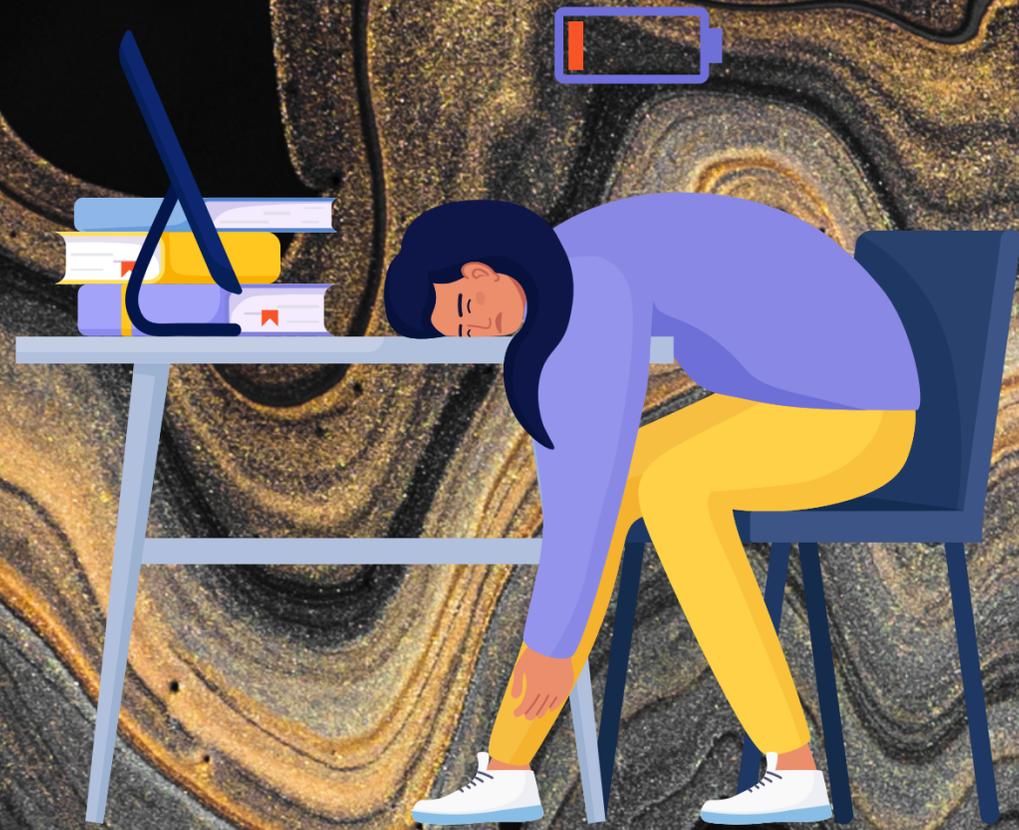
- The 1-10 scale system
- Prioritizing based on what you want your life to feel/look like





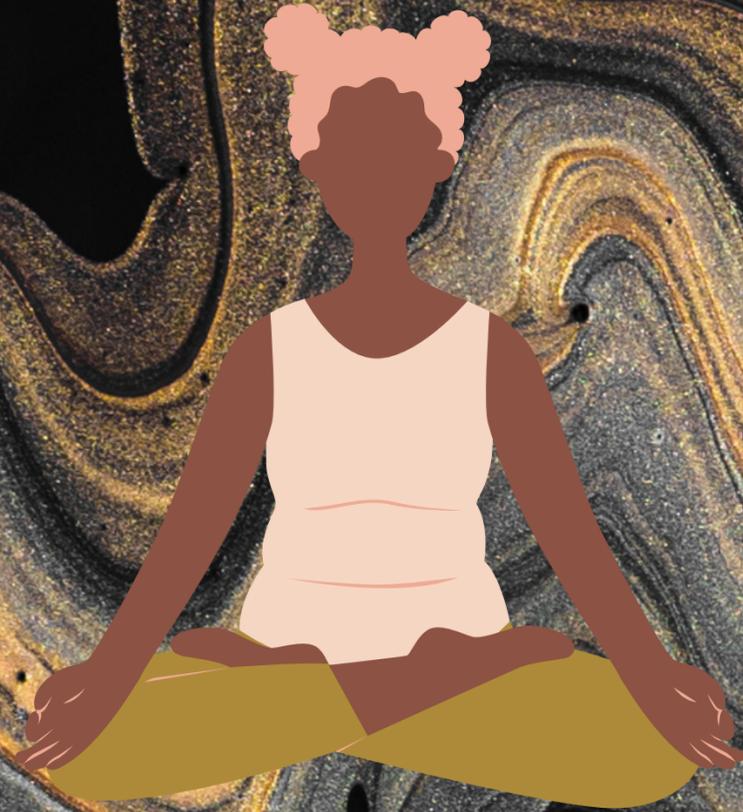
OVERWHELM AND BURNOUT

- Causes;
 - Working against your cycles
 - Doing things that aren't in alignment
 - Procrastination and over-working
 - "So much to do, so little time"



OVERWHELM AND BURNOUT

- Symptoms;
 - Exhaustion
 - Stress
 - Anxiety
 - Depression
 - Procrastination



OVERWHELM AND BURNOUT

- Prevention;
 - Proper organization
 - Getting help if you can
 - Staying in alignment
 - Being gentle on yourself
 - Defining boundaries

BOUNDARIES

- Creating personal/internal boundaries;
 - Between work and play/rest
 - On your phone/socials
 - Between self-love and self-sabotage
- Creating external boundaries;
 - In your business
 - How and when you're accessible
- Finding the sweet spot



THE IMPORTANCE OF REST

- Recovering versus recharging
- Slow down!





MOTIVATION

- Finding motivation when you struggle to start
- Staying motivated to see projects through to completion
- You won't always feel motivated - and that's OKAY!

THE TOOLS





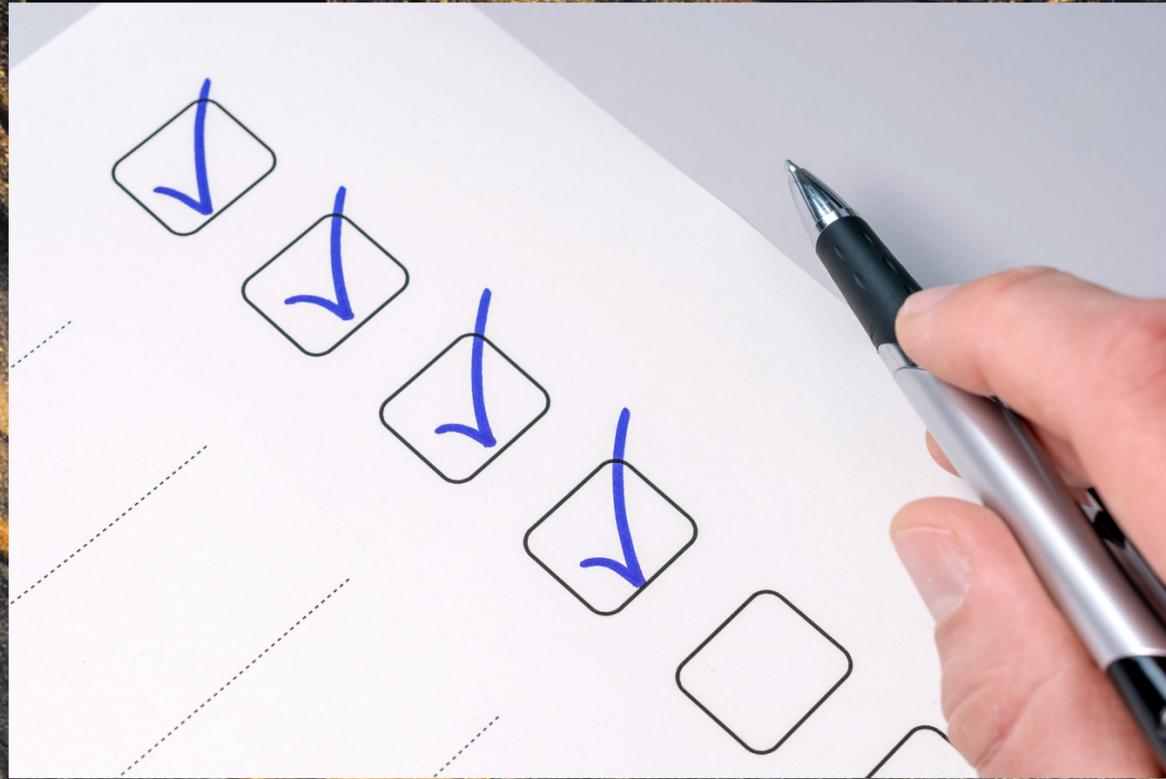
ORGANIZATION

- Set up time < Lost time when unorganized
- Scheduling system
 - Calendar
 - Agenda
 - Online versus physical
- To-Do system
- Notifications
- Filing system
- Environment



PRIORITIZATION

- The 80/20 rule
- Breaking down your to-do lists
- Urgency



TASK LISTS

- How long will this task take?
- What results will the task generate?
- Does the task have a "due date" (set by someone other than yourself)?
- Urgency scale

- Google Task List
- Reminder Phone Apps



ALARMS/NOTIFICATIONS

- If you can SEE it or HEAR it - you're more likely to get something done
- Setting notifications ahead of time
- Automatic notification systems
- Wall calendars



SCHEDULING

- Google Calendar
- Calendly
- Zoom/Google Meet
- Physical Calendar/Agenda

- Dividing up your time efficiently
- Breathing room
- Using rhythms instead of schedules



RHYTHMS

- Wake up your mind
- Wake up your body
- Prepare for your day
- Mission of the day
- Recover from the mission
- Connect
- Wind down
- Rest



ORGANIZING FILES

- The importance of keeping files organized;
 - Saves time
 - Avoids lost files
 - Makes it easy to eventually have staff step-in
- Back-ups
- Accessibility on different devices



THE ECOSYSTEM

- System compatibility
 - Do the systems link into each other?
 - Automation
- Accessibility
 - Can you access it from different devices?
 - Can multiple people access it?



EFFICIENCY

- Minimal effort maximum results
- Speeding up by slowing down



DELEGATING TASKS

- If it doesn't HAVE to be done by you - it can be outsourced
- You don't have to do it by yourself
- Being organized makes it easier to hand tasks to someone else