

# ARTREPRENEUR ACCELERATOR

\$OUL BUSINESS FOUNDATIONS FOR ARTISTS



**ROCK SOLID FOUNDATIONS TO  
BUILD AN ART EMPIRE**

The background features a complex, layered pattern of dark, wavy, marbled lines in shades of black, dark grey, and deep blue, with occasional highlights of gold or bronze. Overlaid on the right side is a network of thin, golden-yellow lines forming a series of interconnected, irregular polygons, resembling a wireframe or a data visualization structure.

# THE "FRONT-END"

(WHAT PEOPLE SEE)



# THE FRONT-END

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- The publicly accessible parts of your business;
  - Website
  - Shop
  - Social media



## MAKE IT EASY!

- The easier it is to navigate, the better!
- Everything should be easy to find from one platform to the other

# SOCIAL MEDIA





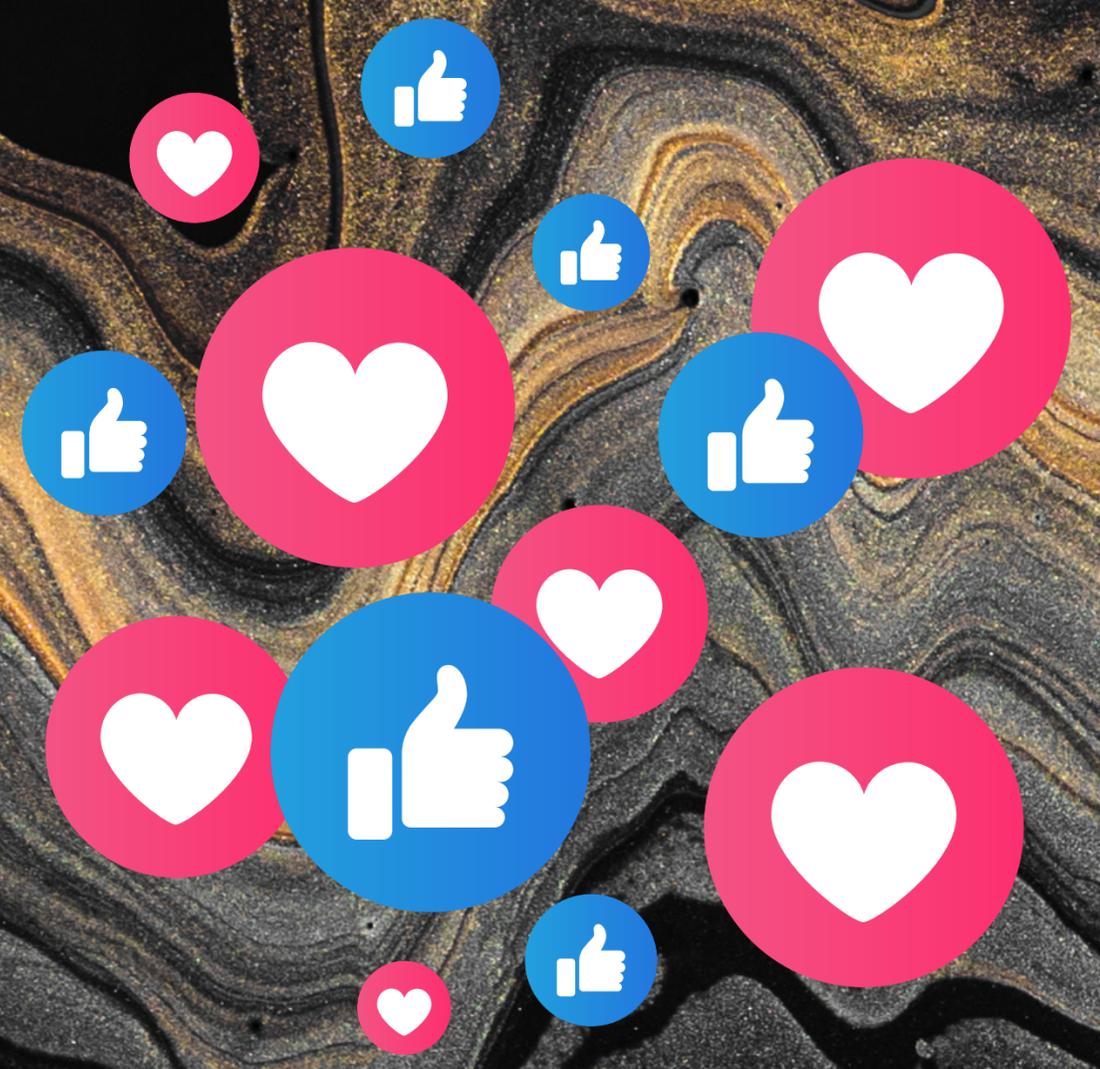
# THE PLATFORMS

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- Instagram
- Facebook
- TikTok
- Twitter
- Pinterest
- Patreon
- & more

# BUILDING UP YOUR SOCIALS

- Creating a following
- It takes time, just be patient and keep posting and building up your platforms





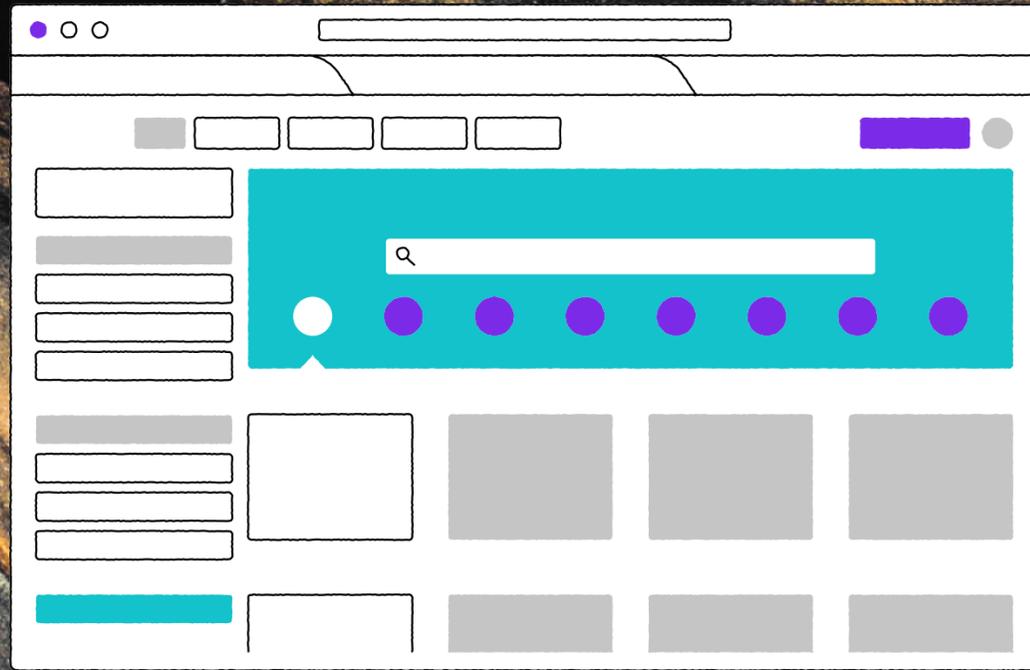
# YOUR BIO LINK

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- Make the most of a single link with a "Latest" link! (LinkTree or similar)
- Should include;
  - Other socials
  - Your website/shop
  - Email sign-up
  - Anything currently relevant
  - FAQ and Contact
- Link order matters!

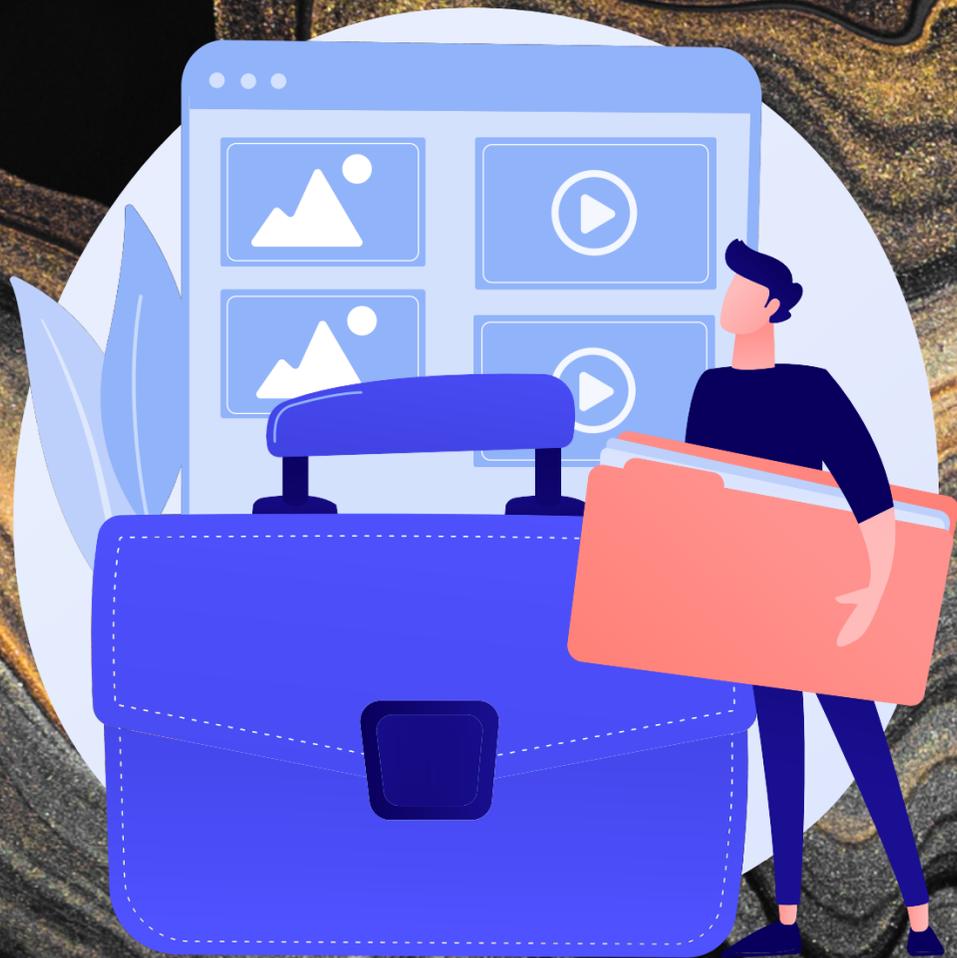
The background features a complex, layered texture. On the left, there are organic, marbled patterns in shades of dark brown, black, and gold. On the right, a dark, almost black area is overlaid with a network of thin, golden-yellow lines forming various geometric shapes, including triangles and polygons. The overall aesthetic is modern and sophisticated.

# WEBSITE & SHOP



# WHY HAVE A WEBSITE?

- Social media platforms might not always be around
- Your website and email list are the only things that are truly YOURS to do with what you like
- Makes a statement of professionalism
- No censoring!



# YOUR WEBSITE

- Should include;
    - Artist Biography
    - Contact
    - Portfolio
    - Shop (internal or external)
    - Press, media, experience
    - FAQ
    - Anything else you feel is important!
- } MUST HAVE



# BUILD YOUR WEBSITE

- Decide if you want to host your website and shop together or apart
- Website builders;
  - Weebly, GoDaddy, Wix, WordPress, etc
- OR do your own coding
- OR hire an expert



# LANDING PAGE

- Is it crystal clear what you do?
- Can I easily see what information is available to me?
- Can I immediately see how I can support you?
- Are the page links in an order that makes sense?



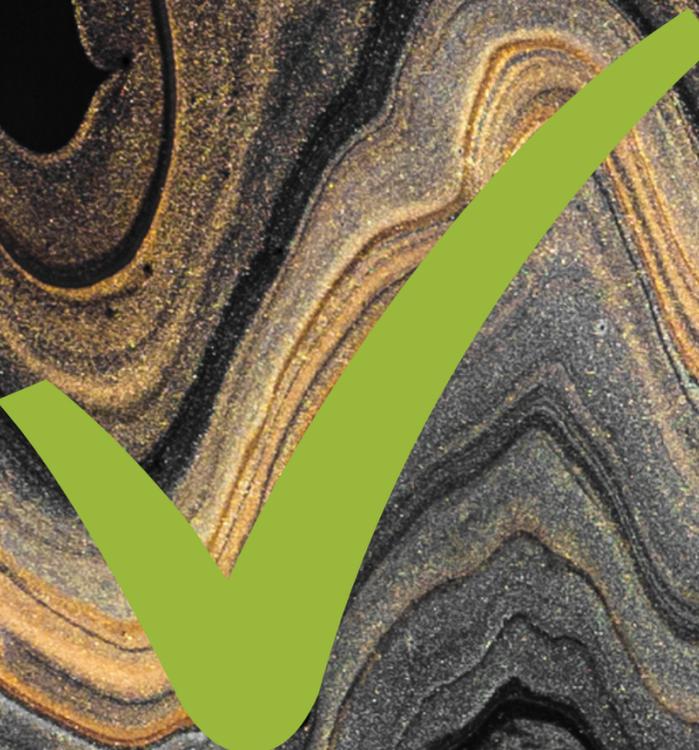
# YOUR DOMAIN

- Not necessary at first, but un-optional as you grow
- Shows professionalism
- Host website builders allow you to buy domains directly through them
- Or you can purchase it on another platform and connect it through the website builder



# SHOP

- Internal or External
  - Is it a part of your website or it's own platform?
- Drop-Shipping or In-House



# DROP-SHIPPING PROS

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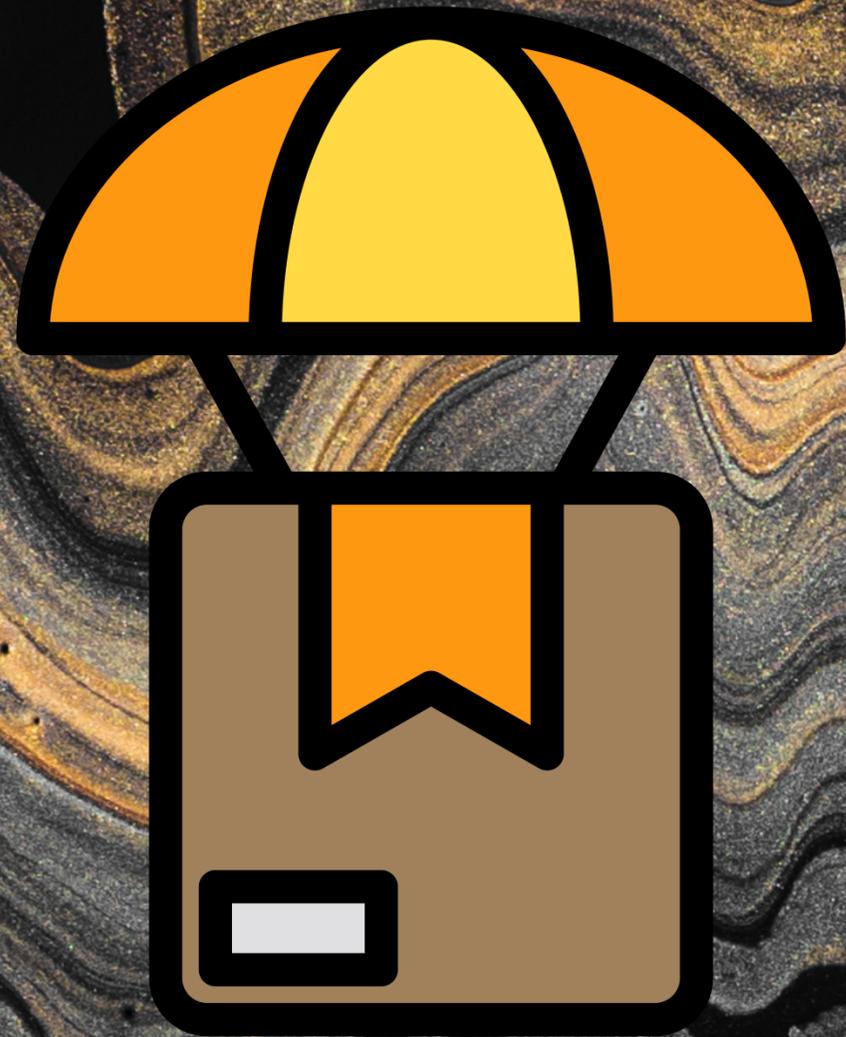
- No need to keep inventory
- No need to ship
- No budget necessary
- Wide options on what kinds of things you want to print
- Easy to set-up and get started
- Some drop-shippers have integrations so you can have stock from different drop-shippers in your own branded shop



# DROP-SHIPPING CONS

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- Harder to control quality
- Can't customize shopping page unless you integrate into another platform
- Smaller profits
- Time consuming set-up, and every drop-shipper is different

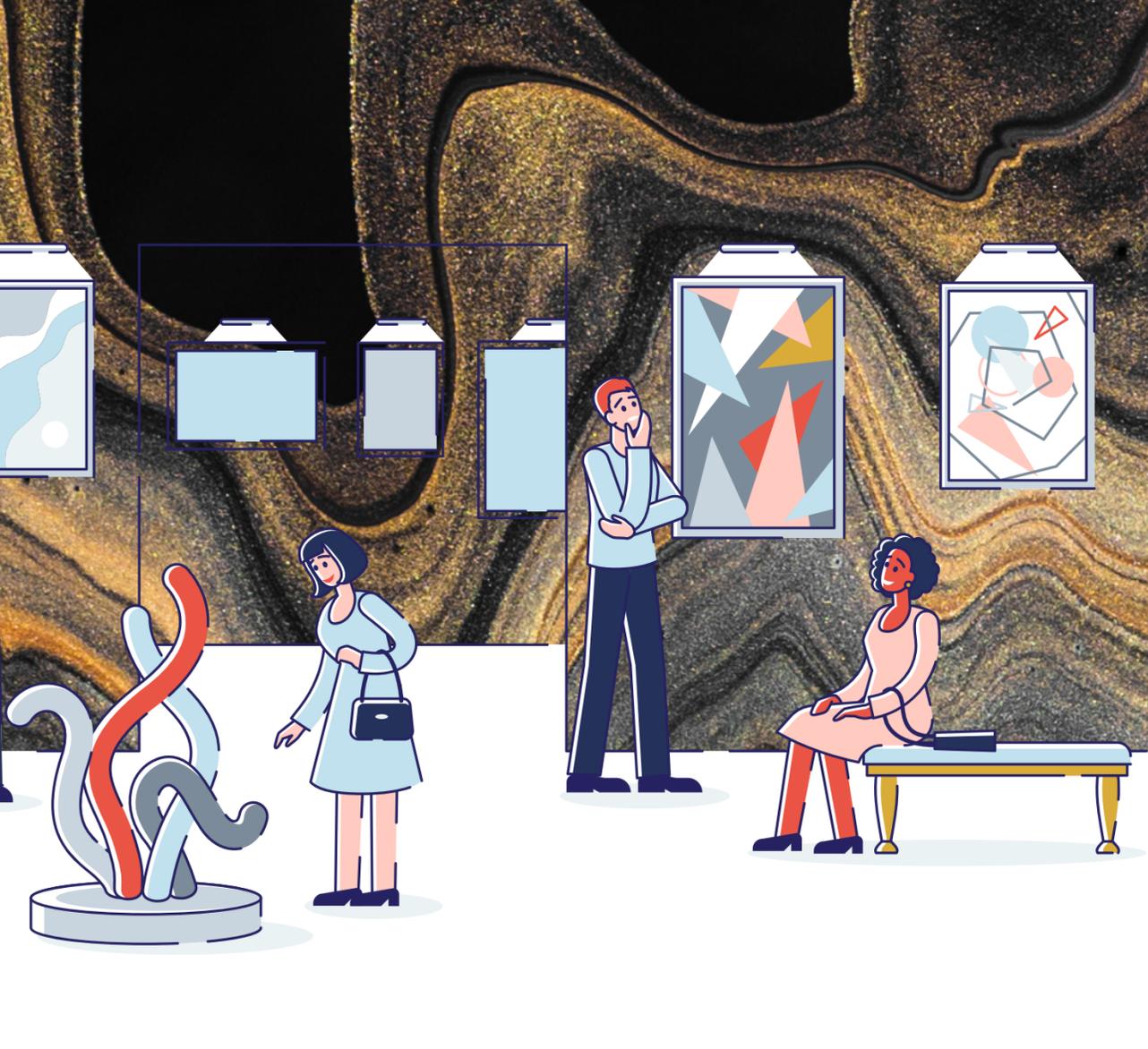


# DROP-SHIPPING PLATFORMS

- Printify
- ArtofWhere
- RedBubble
- Society6
- Printful
- and MORE

# THE REAL WORLD





# PHYSICAL LOCATIONS

- Shops
- Galleries
- Events

The background features a complex, layered pattern of dark, wavy lines in shades of black, charcoal, and deep blue, with occasional highlights of gold and brown. This pattern resembles marbled paper or a cross-section of certain minerals. Overlaid on the right side of the image is a network of thin, golden-yellow lines forming a series of interconnected, irregular polygons, creating a geometric, wireframe-like structure.

# **THE BACK-END**

**(WHAT PEOPLE DON'T SEE)**

# EMAIL LISTS





# WHY COLLECT EMAILS?

- This is the highest converting way of doing sales
- Your content is less likely to be "missed" than on socials
- Your email list is YOURS
- Develops a relationship with your customer base



# WHAT TO SEND

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- Re-purpose copy from social media posts
- Announce product availabilities and new things arriving
- Remind customers what's available
- Announce new things you're doing

# PAYMENTS





# WAYS OF TAKING PAYMENTS

- Online;
  - PayPal/CashApp/Venmo
  - Cryptocurrencies
  - Stripe
  - Partial.ly (payment plans)
  - Etransfers
- In person;
  - Cash
  - Credit/Debit
  - ApplePay/GooglePay



# PROCESSING FEES

- Payments platforms charge fees!
- Make sure to add enough to your prices to cover these fees

# BUILDING A TEAM





# WHO DO YOU NEED?

- What does your dream team look like?
- How many people? What are their jobs?

# POSITIONS

- Personal Assistant
- Operations Manager
- Accountant/Bookkeeper
- Social Media Management
- Copywriter
- Content Creator
- Customer Service Representative
- Sales Representative
- Manager
- Lawyer
- Etc.





# HOW TO HIRE?

- Create a job listing;
  - Position
  - Hours
  - Pay rate
  - Role
  - Necessary skills
  - Type of person you want
- Post job listing;
  - Social Media post
  - Fiverr/Upwork



# HOW TO HIRE?

- Application forms;
  - Helps you determine who is worth interviewing
  - Helps narrow down candidates
  - Shows you who is serious about the job
- Interview;
  - Make a question list to make sure they are a good fit
  - Take your time making a decision!



# HOW TO HIRE?

- Trial period;
  - Provide training if necessary
  - See how they do on the job
  - Decide if they stay
- Firing people;
  - Sometimes, it just doesn't work out
  - You are running a business, not a friendship circle
  - Don't be afraid to replace people who aren't working out



# TYPES OF HIRE

- Contractors versus employees
- Virtual versus in-person
- Per-gig/Seasonal versus permanent



# KEEP ON TRACK

- Team meets
- Team chats
- Boundaries and communication
- Platforms to keep your team on track; Notice, Asana, Google Teams, Microsoft Teams, Mighty Networks



# CONTRACTS

- Protect yourself
- Anytime someone else is involved in a part of the business - have a contract!
- This includes;
  - commissions
  - re-sellers (shops and galleries)
  - contractors/employees
  - etc.

# SCALING





# WHY SCALE?

- The more smoothly your system runs, the easier it is to scale!
- Scaling means;
  - more reach, more impact
  - more specialized workers
  - more room for creativity
  - less on your plate
  - and more money!
- Diminish work load while expanding profits!



# WAYS OF SCALING

- Expand your team with more specialized roles
- Expand your inventory
- Advertising and marketing to expand your reach
- Investing in knowledge and training for yourself and your team to generate bigger results
- Diversify your income streams



# INCOME STREAM IDEAS

- Originals, murals
- Prints, reproductions and merch
  - Online
  - In shops and at events & galleries
- Courses, workshops, live art performances
- NFT's or other digital goods
- Patreon or subscription based content
- Commissions
- Views & Live stream gifts (TikTok)
- Ad revenue
- Licensing rights for reproduction
- & so many more



# RE-INVEST

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- Take as much of your profits as makes sense and re-invest that money into your business
- Have a priorities list for extra budget



# KEEP THINGS UPDATED

- Once systems are in place - make sure you keep things up to date!
- This will avoid issues and errors as things scale



## ALWAYS KNOW YOUR NEXT STEP

- Who is your next hire?
- What part of your business do you want to expand next?
- What areas need improvement?
- What can you do TODAY to make your business 5% better?
- Where do you want to be in a year?
- Set goals, map out a game plan, and keep yourself in check on those goals!