



ART BUSINESS CHECKLIST & CHEAT SHEET

Organize your art business. Get ready to market and sell your work!

Links in this checklist lead to articles with further information from ArtsyShark and The Arts Business Institute

Business Planning:

Do you have an [overall vision](#) for your business?

Have you set [long and short-term goals](#)?

Have you considered ways that you can [leverage your business](#)?

Do you know which markets or business models are appropriate for your work, such as ...

- Retailing at [art fairs and festivals](#)?
- Seeking [gallery representation](#)?
- [Art licensing](#)?
- [Wholesaling](#)?
- [Selling online](#)?
- [Open studios](#) or [art walks](#)?
- Selling into the [corporate art market](#)?
- [Niche markets](#)?

Do you belong to an [art community](#) that provides support and resources?

Do you have a [mentor](#) or accountability partner?

Your Portfolio:

Is your body of work cohesive, in a distinctive [signature style](#) that is recognizable as your own?

Do you have [outstanding photographs](#) of your art to represent your portfolio? Or does your presentation [need help](#)?

Do you have photographs of your work [in situ](#)? Do you have [detail shots](#)?

Your Artist Story:

Do you have an [artist statement](#) that is clear and compelling? Can you describe the [concept](#) behind your art?

Have you developed your [artist story](#)? Do you understand [how to use your story](#) in different venues and for marketing purposes?

Does your story make [emotional impact](#) with others?

Pricing Your Art:

Do you have an [understanding of pricing](#) and a [pricing strategy](#)?

Are your prices set to include a [profit margin](#)?

Do you know how and when to [increase your prices](#)?

Have you used strategies to [add perceived value](#) to your art?

Do you use techniques to [upsell, cross-sell, or create packages](#) ?

Marketing:

Do you have a clear idea of your [ideal customer](#)?

Can you explain [why people should buy](#) your work?

Do you use a [marketing calendar](#) to schedule marketing activities?

What [social media platforms](#) do you use? Are they [working for you](#)?

Do you have an [email marketing list](#)? Do you [send regular campaigns](#)?

Have you used direct mail, such as [postcards](#) or invitations?

Do you use [press releases](#) or [other methods](#) to seek press exposure?

Your Art Website:

Do you have your own art website?

Does your [Home page](#) have a header with your business name, and tagline?

Is there an email subscriber [opt-in form](#) on your site? Does it pop up?

Is the [art on your website priced](#)? Why or why not?

Does your [About page](#) work well for you? Does it use a conversational tone, introduce you as the artist, and include your photo?

Are you using [videos](#) on your website?

Does your site have [a blog](#)? Or are you willing to create one?

Is there [sufficient information](#) for site visitors to understand what you make, your terms and policies, and be able to purchase your work?

Have you made a regular practice of [building backlinks](#) to your site?

Are you selling your work on any [third-party sites](#)? What are your results?

Business systems:

Are you collecting a list of customers and others who are interested in your art? Do you have a plan in place to gain [repeat](#) and [referral](#) sales?

Do you have Google Analytics installed? How do you use that data?

Have you created [business systems](#) and planning to get everything done in your studio, as well as marketing and sales tasks?

Are you [outsourcing](#) any work to others that frees you to work in the studio?

Learn more. Enhance your business strategies! Artsy Shark offers [business articles](#), [online courses](#), and [personalized consultations](#).