

PART I: LOOKING IN THE MIRROR

1. Why are You an Artist? 2. Artists You Admire. 3. What does Success "look like" for You

1. WHY ARE YOU AN ARTIST?

More than twenty years ago I was dining with two artist-friends and a dealer who represented two of us. The dealer asked each of us "why are you an artist?" The answers were surprisingly varied. One of us said "I'm just in it for the money. I'll paint whatever people will buy." Another said "I want to get my artwork into museums, to carve a niche for myself in posterity." The third said "I just want to make enough money with my paintings so I can go fishing once in a while." Knowing why you are an artist is important to the development of your Marketing and Action Plan.

Why are you an artist? What role do you want art to play in your life? The following options may help you to focus ...

Check the boxes that are most important to you (You can check them all if you wish but that will not help the process as much as choosing those that are most important to you.)

Art is:

- | | | |
|--------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Easy | <input type="checkbox"/> Sexy | <input type="checkbox"/> Satisfying |
| <input type="checkbox"/> Serious | <input type="checkbox"/> Profound | <input type="checkbox"/> Something that requires talent |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Unnecessary | <input type="checkbox"/> Something anyone can do |
| <input type="checkbox"/> Important | <input type="checkbox"/> Enjoyable | <input type="checkbox"/> Something few folks can do |
| <input type="checkbox"/> Respectable | <input type="checkbox"/> Relaxing | <input type="checkbox"/> Something I like to do alone |
| <input type="checkbox"/> Rewarding | <input type="checkbox"/> Moving | <input type="checkbox"/> Something I like to do with others |
| <input type="checkbox"/> Difficult | <input type="checkbox"/> Enlightening | <input type="checkbox"/> Something I do for myself |
| <input type="checkbox"/> Empowering | <input type="checkbox"/> Frustrating | <input type="checkbox"/> Something I do for other |

Check the statements you believe to be true (Check as many as you wish).

- ☐ Art in museums is good
- ☐ Most artists are poor
- ☐ Many artists are rich
- ☐ Good art sells
- ☐ Bad art sells
- ☐ Art is necessary
- ☐ Art is unnecessary
- ☐ Art is fulfilling
- ☐ Artists enjoy life
- ☐ Artists suffer
- ☐ Artists have fun
- ☐ Artists have free time
- ☐ Artists work hard
- ☐ Artists are noble
- ☐ Artists are messy
- ☐ Artists are lazy
- ☐ Artists are lonely
- ☐ Artists are crazy
- ☐ Artists deserve grants
- ☐ Art is a road to fame
- ☐ Art is important
- ☐ Art is communication
- ☐ Artists are selfish
- ☐ Artists are born that way
- ☐ Artists are important
- ☐ Art can be taught
- ☐ Art is special
- ☐ Artists get respect
- ☐ A degree in art is helpful
- ☐ Artists are different
- ☐ Art is for kids
- ☐ Art is for seniors
- ☐ Artists are neurotic
- ☐ Art can make a difference
- ☐ Better artists make more money
- ☐ Most art galleries treat artists fairly
- ☐ Most art galleries treat artists unfairly
- ☐ Successful artists must compromise their principles
- ☐ People aren't interested in art any more
- ☐ I can't make a good living as an artist
- ☐ Only rich people buy art
- ☐ Anyone can be an artist
- ☐ Artists are impulsive
- ☐ Artists are compulsive
- ☐ Artists work with their hands
- ☐ Artists are sensitive
- ☐ Artists are difficult to live with
- ☐ Artists are inspired
- ☐ Artists enjoy working alone
- ☐ Artists are generous
- ☐ Artists want to make money
- ☐ Artists can express themselves
- ☐ Art is a road to immortality
- ☐ Solo exhibitions are profitable
- ☐ The life of an artist is exciting
- ☐ Art is a road to recognition
- ☐ Artists must sacrifice everything for art
- ☐ Artists are only famous after they're dead
- ☐ Artists are unsatisfied
- ☐ Everything artistic has been done already
- ☐ Artists are irresponsible
- ☐ Artists are introspective
- ☐ Artists contribute to society
- ☐ Artists are undisciplined
- ☐ The arts have less gender bias than other professions
- ☐ If you can make art you must do it
- ☐ Art education doesn't matter
- ☐ Artists are anti-establishment

<input type="checkbox"/> I am an artist	<input type="checkbox"/> I have good business skills	<input type="checkbox"/> I am driven to make art
<input type="checkbox"/> I am a would-be artist	<input type="checkbox"/> I want to make money	<input type="checkbox"/> I want my art to communicate
<input type="checkbox"/> I want fame	<input type="checkbox"/> I want to express myself	<input type="checkbox"/> I want to contribute to society
<input type="checkbox"/> I want recognition	<input type="checkbox"/> I want immortality	<input type="checkbox"/> I am _____
<input type="checkbox"/> I have time for my art	<input type="checkbox"/> I want contentment	<input type="checkbox"/> I am _____
<input type="checkbox"/> I have talent	<input type="checkbox"/> I want to show my art	<input type="checkbox"/> I am _____
<input type="checkbox"/> I like making art	<input type="checkbox"/> I don't want to show my art	<input type="checkbox"/> I am _____
<input type="checkbox"/> I love making art	<input type="checkbox"/> I don't have time for my art	<input type="checkbox"/> I am _____

Now, looking over the boxes you have checked, complete the statement below. Try to be concise and limit your writing to the space provided. Use the margins if necessary:

2. Artists You Admire;

Knowing who you respect can often tell you a lot about yourself. Write the names of some artists you hold in high esteem in the spaces below. They may be famous artists and/ or artists you know personally but keep in mind that this question asks for artists you admire, not artists whose artwork you admire. For example, you may admire the artwork of Vincent Van Gogh, but would you want to have lived his life? The goal of this question is to identify some artists you might accept as role models both for their work and the way they lived their lives. Fill in as many blanks as you wish. If there are not enough lines, use the margins of the paper. If you don't fill the lines it's OK. You can always add more names later.

Why do you hold this artist in high esteem? Be as specific as you can. What are the characteristics of this artist that make her or him attractive to you? What do you know about his or her professional life? What do you know about his or her personal life?

Because:

5

3. What does success look like for you?

Now, more than twenty years later, the artists I mentioned in the introduction to this section are still friends and we are still full-time artists. The dealer is no longer in business but we have continued to flourish. One of us "paints to the market," producing exactly what the public wants, and delights in spending the money he earns. Another of us has managed to get his works into some museums and important private collections and is happy about that. The third paints five days a week, spends weekends hunting and fishing, and often chooses wildlife as the subjects of his paintings. Each of us has achieved success as he or she defines it, but our definitions differ. A clear picture of what personal success means to you is important to the development of your Marketing and Action Plan.

What does success mean to you? The following options may help you to clarify the picture.

Check those boxes which you consider important parts of your picture of success. Check as many as you wish. Some blanks are left for you to add your own possibilities. Note: There may be some overlap with your answers to previous questions. This may be a sign that you have already achieved some success.

For me, success as an artist includes:

- | | |
|--|---|
| <input type="checkbox"/> Earning a living from my art | <input type="checkbox"/> Having people write about me |
| <input type="checkbox"/> Being rich | <input type="checkbox"/> Getting reviews |
| <input type="checkbox"/> Enjoying what I do | <input type="checkbox"/> Selling a little art |
| <input type="checkbox"/> Having ample time for my art | <input type="checkbox"/> Selling some art |
| <input type="checkbox"/> Having work in museums | <input type="checkbox"/> Selling lots of art |
| <input type="checkbox"/> Traveling | <input type="checkbox"/> Making lots of money |
| <input type="checkbox"/> Being respected by the public | <input type="checkbox"/> Learning new things all the time |
| <input type="checkbox"/> Having Fun | <input type="checkbox"/> Adding something to the history of art |
| <input type="checkbox"/> Having shows | <input type="checkbox"/> Having time to do other things besides art |
| <input type="checkbox"/> Being famous | <input type="checkbox"/> Balancing my art with my other interests |
| <input type="checkbox"/> Getting a teaching job | <input type="checkbox"/> Feeling good about myself |
| <input type="checkbox"/> Making great works | <input type="checkbox"/> Being excited about my work |
| <input type="checkbox"/> Serving the community | <input type="checkbox"/> Being respected by other artists |
| <input type="checkbox"/> Meeting other artists | <input type="checkbox"/> Challenging myself |
| <input type="checkbox"/> Enjoying myself | <input type="checkbox"/> Sharing responsibilities |
| <input type="checkbox"/> Enjoying nature | <input type="checkbox"/> Getting a degree |
| <input type="checkbox"/> Living a long life | <input type="checkbox"/> Changing my life |
| <input type="checkbox"/> Being Recognized | <input type="checkbox"/> Having more time to myself |
| <input type="checkbox"/> Winning Awards | <input type="checkbox"/> Finding the truth |
| <input type="checkbox"/> Living in the country | <input type="checkbox"/> Feeling good about my work |
| <input type="checkbox"/> Living in the city | <input type="checkbox"/> Getting listed in Who's Who |
| <input type="checkbox"/> Having health insurance | <input type="checkbox"/> _____ |
| <input type="checkbox"/> A secure retirement | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Raising a family | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Having control of my career | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Doing satisfying work | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Being remembered | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Being content | <input type="checkbox"/> _____ |

From the boxes you have checked in the previous section, select the seven items which are the most important to you and write them below.

(Elements important to my success)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

From the seven items above, select the three which are the most important and write them below.

(My goals)

1. _____
2. _____
3. _____

From the list above, select the most important item and write it below. Remember, this is your plan as of today, not necessarily forever, so add the date in the space provided at the left. You can change it in the future.

(My Main Goal)

(as of, DATE: _____)

We will revisit the subject of goals again but, for the moment, let's move on.

PART II: LOOKING AT YOUR ART

1. WHAT IS YOUR ART?

Art comes in an almost unlimited variety of forms. Developing an effective Marketing/ Action Plan requires that you have a clear picture of what it is that you make and wish to market. The following list may a) help you see your art more clearly and b) help you learn how others see it. In this section check the boxes that most correctly describe your art. Check as many boxes as you wish.

My Art is:

- | | | | | |
|-------------------------------------|---|--|--|--|
| <input type="checkbox"/> Visual | <input type="checkbox"/> Metal | <input type="checkbox"/> Requires | <input type="checkbox"/> Erotic | <input type="checkbox"/> Provocative |
| <input type="checkbox"/> Non-Visual | <input type="checkbox"/> Abstract | explanation | <input type="checkbox"/> Monotype | <input type="checkbox"/> For Kitchens |
| <input type="checkbox"/> Transitory | <input type="checkbox"/> Ahead is on time | <input type="checkbox"/> Hard to | <input type="checkbox"/> Photography | <input type="checkbox"/> Commercial |
| <input type="checkbox"/> Drawings | <input type="checkbox"/> Graphic Design | understand | <input type="checkbox"/> Wildlife Art | <input type="checkbox"/> Small scale |
| <input type="checkbox"/> Paintings | <input type="checkbox"/> Fits in my car | <input type="checkbox"/> Computer | <input type="checkbox"/> Constructions | <input type="checkbox"/> Includes text |
| <input type="checkbox"/> Sculptures | <input type="checkbox"/> Wind Sensitive | Generated | <input type="checkbox"/> Illustration | <input type="checkbox"/> Large scale |
| <input type="checkbox"/> Prints | <input type="checkbox"/> Medium scale | <input type="checkbox"/> Environmentally | <input type="checkbox"/> Respectable | <input type="checkbox"/> Cartoons |
| <input type="checkbox"/> Pretty | <input type="checkbox"/> Found Objects | Safe | <input type="checkbox"/> Needs Frames | <input type="checkbox"/> Caricatures |
| <input type="checkbox"/> Indoor | <input type="checkbox"/> Revolutionary | <input type="checkbox"/> Requires | <input type="checkbox"/> Corporate | <input type="checkbox"/> Calligraphy |
| <input type="checkbox"/> Outdoor | <input type="checkbox"/> Uncategorizable | electricity | <input type="checkbox"/> Collectable | <input type="checkbox"/> Digital |
| <input type="checkbox"/> Collages | <input type="checkbox"/> Non-Functional | <input type="checkbox"/> Primarily for | <input type="checkbox"/> Decorative | <input type="checkbox"/> Outsider art |
| <input type="checkbox"/> Book Arts | <input type="checkbox"/> Shippable by UPS | homes | <input type="checkbox"/> Collaborative | <input type="checkbox"/> Neon |
| <input type="checkbox"/> Wearable | <input type="checkbox"/> Shippable by | <input type="checkbox"/> Primarily for | <input type="checkbox"/> Seascapes | <input type="checkbox"/> Trendy |
| <input type="checkbox"/> Folk art | truck | offices | <input type="checkbox"/> One-of-a-kind | <input type="checkbox"/> Fun |
| <input type="checkbox"/> Portraits | <input type="checkbox"/> Light (weight) | <input type="checkbox"/> Primarily for | <input type="checkbox"/> Performance | <input type="checkbox"/> Functional |
| <input type="checkbox"/> Unique | <input type="checkbox"/> Heavy (weight) | museums | <input type="checkbox"/> Emotional | <input type="checkbox"/> Glass |
| <input type="checkbox"/> Sexy | <input type="checkbox"/> For adults only | <input type="checkbox"/> About people | <input type="checkbox"/> Western Art | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Safe | <input type="checkbox"/> Primarily for | <input type="checkbox"/> Has Multiple | <input type="checkbox"/> Intellectual | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Woven | children | Uses | <input type="checkbox"/> Woodworking | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Edible | <input type="checkbox"/> For special | <input type="checkbox"/> Fragile | <input type="checkbox"/> Automotive | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Fiber Arts | occasions | <input type="checkbox"/> Not-Fragile | <input type="checkbox"/> Beaded | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Craft | <input type="checkbox"/> Has Regional | <input type="checkbox"/> High Priced | <input type="checkbox"/> Realistic | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Pottery | Appeal | <input type="checkbox"/> Low Priced | <input type="checkbox"/> Made Quickly | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Meant to be | <input type="checkbox"/> Production | <input type="checkbox"/> Made Slowly | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Jewelry | touched | <input type="checkbox"/> Mixed Media | <input type="checkbox"/> Handmade | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Mail Art | <input type="checkbox"/> Copied from | <input type="checkbox"/> Traditional | <input type="checkbox"/> Precious | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Toxic | others | <input type="checkbox"/> Dangerous | <input type="checkbox"/> Humorous | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Non-Toxic | <input type="checkbox"/> Copied by others | <input type="checkbox"/> Installations | <input type="checkbox"/> Therapeutic | <input type="checkbox"/> _____ |

Now, looking over the boxes you have checked, complete the statement below. Try to be concise and limit your writing to the space provided but use the extra space if necessary:

My art is: