

Planning Your Art Career Worksheets

Part 1: Markets, Branding, and Pricing

What we will cover:

Section 1:

- How to identify your personal art style and products
- How to define your brand and message as an artist

Section 2:

- How to choose your art market + pros and cons of each
- How to define and communicate with your target audience

Section 3:

- How to price your art and products

Section 1: Defining Your Art Style, Brand, Message, and Products

Your Art Style

- The genre you work within
- The subject matter you choose
- Your color palette
- Your materials/media
- Your brushstrokes and markings
- Anything consistent that pulls all your work together

Your Art Brand

- Your art style
- Your personal style
- Your story and what you stand for
- How you move through the world
- How you speak
- Traditional visuals like website, business cards, and more

Define your style:

- What elements connect your work? (Describe colors, genre, themes, subject(s), materials)

Define your brand:

- What's your story? What do you stand for? (Describe tone, aesthetics, style)

Brand Questions:

- What inspires you to create?
- What is your artistic origin story?
- When was the first time you you fell in love with creating?
- Why do you do what you do?
- Why do you want to run an art business?

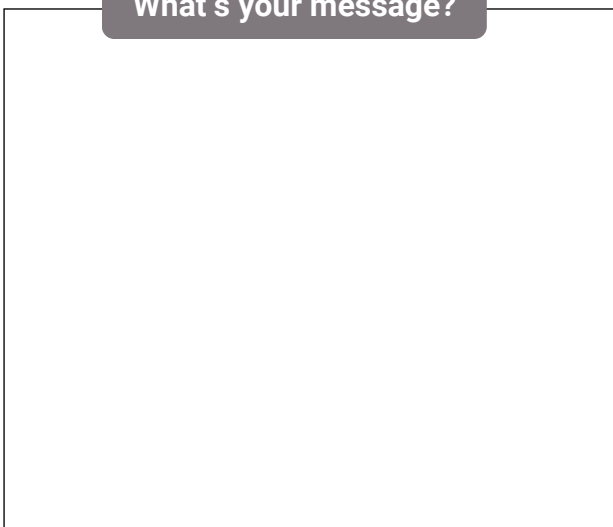
Your Message

- Your message can be a guiding theme or principle for everything you do as a creator.
- What does your audience take with them after they:
 - Interact with you.
 - Interact with your art.
 - Interact with your business.

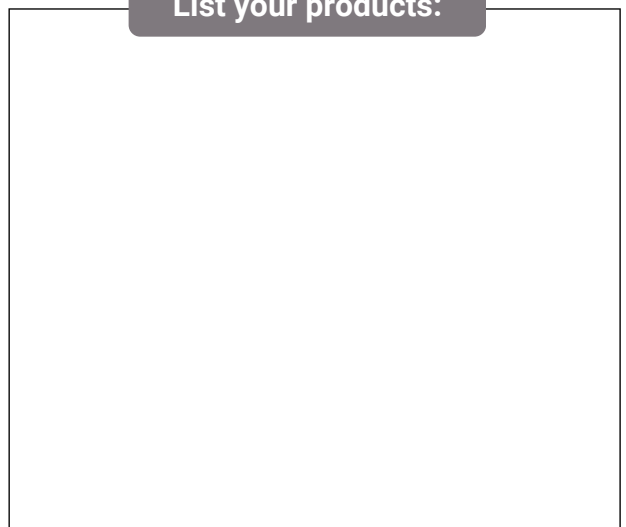
Your Product(s)

- Physical Products: Prints, canvases, drawings, ceramic dishes, etc
- Digital Products: Printable art, digital templates, phone wallpapers, etc
- Emotional Products: A feeling, a vibe, a lifestyle, a dream

What's your message?



List your products:



Section 2: Art Markets and Target Audience

Art Market Examples:

Traditional:

- Museums (not usually a marketplace)
- Galleries
- Art fairs/craft fairs
- Local business events

Online:

- Etsy and other marketplaces
- Society6 and other third-party printers
- Social media

Licensing or Wholesale:

- Directly with small companies
- Through agents to large companies

Art Adjacent Markets:

- Teaching
- Affiliate links
- Advertising
- Influencer campaigns

How to choose the right market for you:

Consider the kind of art you make, the price points you set, how you want to interact with your audience, how much money you can invest in your business, and what you want to spend your time doing.

Note: You are not limited to one art market, but some will suit you better than others.

Market Questionnaire

What are you selling?

- Conceptual art
- A collection with meaning
- Commercial/functional art
- Home decor/collectibles
- My knowledge
- Other: _____

Do you want to leave the house or deal with people?

- Yes, I love people!
- I'm okay with people.
- Hard pass.

What describes you best?:

- I just want to make art.
- I love interacting with people.
- I get bored easily.
- I love to learn new things.

What's your ideal price range?

- High-end
- Mid-range
- Low-end

How much can you invest?

Your Art Market(s)

- What are you selling, what price point, and where? (Online, in person)

Your Target Audience

A Target Audience is simply a group of people or segment of the population with shared characteristics that you advertise to.

- Demographics: Age range, interests, values, education level, income level, where they live.
- Behavior: Where do they shop? What do they do for fun? What products do they buy?
- Communication: How did they find you? How do they like to communicate?

Define your target audience:

- List characteristics of past buyers or supporters of your work:

Customer Personas

- Fictitious profiles of customers within a business's target audience
- Businesses will usually have multiple customer persona profiles

Create a customer persona:

For low-end price points:

Create a customer persona:

For mid-range price points:

Create a customer persona:

For high-end price points:

Section 3: How to Price Your Art and Products

Pricing Factors:

- Skill level
- Time practicing art
- Following and brand recognition
- Quality of materials
- Chosen markets
- Geographic location
- Hype

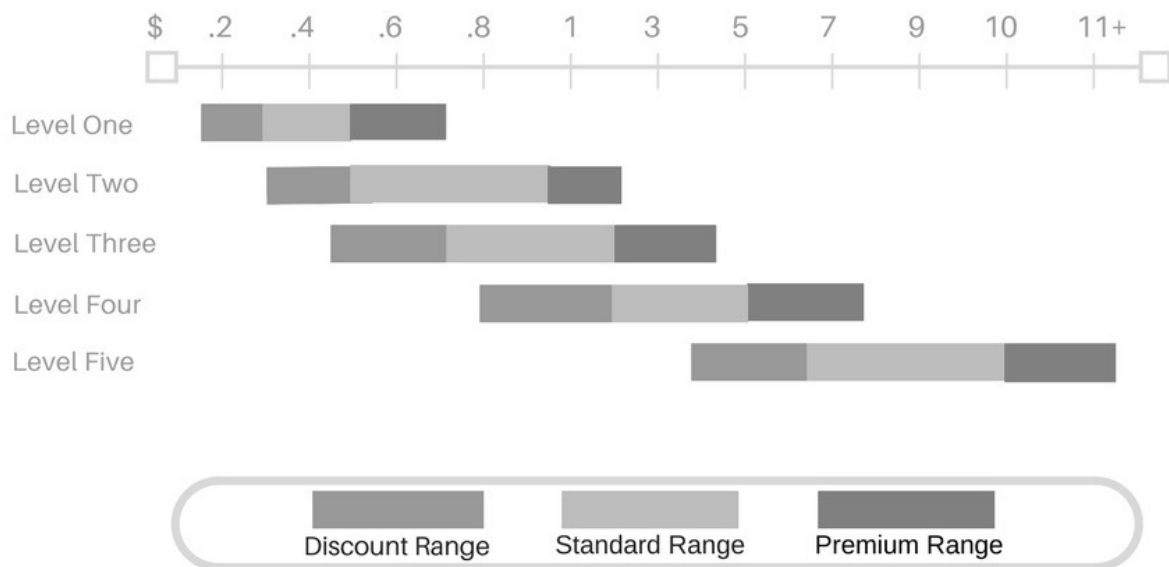
Remember:

- Pricing is subjective
- The right buyer won't question your prices
- Low prices don't mean your work will sell faster
- Effective pricing can take a lot of trial and error

Easy Formula:

Length x Width x Price Per Square Inch

What is your price per square inch?



Create a range of price points that cater to different customers/markets:

- **Standard pricing:** the bulk of your work will sit here.
- **Premium pricing:** reserved for your high-value art, expensive materials, time-intensive projects, or your favorites you don't want to lose.
- **Discount pricing:** for sales, studio purging, or other occasions.

Resources:

You can find a copy of this slide show for a limited time here:

messyeverafter.com/rrac

Password: RRAC10

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Instructor Contact:

Kelly Helsinger

Kelly@kellyhelsinger.com

Blog: messyeverafter.com

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