



# Artist's Business Planner

**New Year, New You.**  
Make 2024 Your Year

**VAA** | Visual Artists  
Association

Why is business planning important?

Business planning reduces the complex process of marketing and sales into a brief and actionable timeline.

So, grab a pen and paper and plan your business plan alongside the following timeline. If you're struggling with this activity, if you have a Premium Membership you can book a strategy session to discuss your plan in more depth.

'BY FAILING TO PREPARE, YOU  
ARE PREPARED TO FAIL'

- Benjamin Franklin

# Business Timeline

**Mission Statement:** The first step of a successful business is a mission statement. Your mission statement acts as an informal goal, this should be what makes you unique and your aim as an artist. Your mission statement could also include the services you provide (medium, genre) and why you provide them (your inspiration).

Google's mission statement is: 'Google's mission is to organise the world's information and make it universally accessible and useful'. This statement is effective as it defines Google's purpose as well as providing key benefits of being accessible.

**Vision Statement:** Similar to your mission statement, this will include your purpose. However, it is more of a projection of your future, and what form you hope your legacy takes.

**Your Audience:** Finding your target audience is a great way to prepare for your marketing process. What is your ideal target audience? What is their age? Gender? Interests? Are they active online or will you find them easier through traditional means? Will they be one-time buyers or dedicated fans?

**Marketing Plan:** To market your artwork effectively you need to keep your target audience in mind. Consider what platforms (virtual or physical) cater to artists of your calibre and sell through them. Or go your own way, and make sure your portfolio & bio is professional.

Your marketing strategy can include referrals from previous customers or colleagues. This can encourage new customers to see you as a reliable seller.

**Creative Process:** Sitting down and defining your creative process can help you best plan how to use the hours in the day, as well as contribute towards the budgeting process of your business plan. Knowing your creative process is also great as part of your sales pitch when talking to potential customers or speaking in interviews.

**Competition:** Part of your marketing strategy should include checking out your competitors. By familiarising yourself with others in the art market you are more likely to find your target audience and discover more effective ways to sell your art.

**Finance:** Incorporate resources, art subscriptions, and any travel expenses into your financial plans. Be honest with yourself, and include any expenses and revenue in your report. This can also include any grants or funding you have received.

**Action Plan:** Now that you have developed the fundamentals of your Business Plan you can step into action. With the help of our VAA Goal Planner, you can develop an action plan. Remember to continue to regularly revisit your Business Plan so that you can remain on track with your career.

Please direct any questions regarding this guide  
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