



# Prepare for 2024

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

**VAA** | Visual Artists  
Association

Members of the VAA benefit from tons of resources and advice. Sometimes this can feel overwhelming. That's why we've created a simple to-do list of the fundamentals of our membership benefits. This checklist will make sure you're prepared for 2023.

'LUCK IS WHERE OPPORTUNITY  
MEETS PREPARATION'

- Seneca

## End of Year Tidy:

- ☐ Assess your 2022 goals. Did you achieve them?  
Where did you go right or wrong?
- ☐ Use the Artist's Goal Planner to make goals for 2023
- ☐ Develop an actionable plan for 2023
- ☐ Schedule time through the year to check in regularly on your finances.
- ☐ Conduct a physical inventory, using our Artist's Inventory document
- ☐ Clean up your mailing list
- ☐ Delete old emails from your inbox
- ☐ Plan time off, great things happen when you give yourself breathing space.

## VAA Resources:

- ☐ Have you ordered your copy of **Good Art Does Not Sell Itself?**
- ☐ Artist's Guide to Licensing
- ☐ Artist's Guide to Online Presence
- ☐ Artist's Guide to NFTs
- ☐ Artist's Guide to Bios, Statements, & CVs
- ☐ The Guide to Getting Gallery Ready
- ☐ Artists to Art Fairs
- ☐ Superstar Guide to Sales
- ☐ Artist's Guide to Mindset
- ☐ How to Promote your Virtual Exhibition
- ☐ Guide to Branding
- ☐ Guide to PR
- ☐ Guide to Online Galleries
- ☐ Artist Inventory
- ☐ Certificate of Authenticity
- ☐ Sales Invoice

## Membership Benefits & Events

- ☐ Premium Members: Booked a Strategy Session for 2023
- ☐ Booked onto March Members Meetings
- ☐ Booked tickets for January Meet your Mentor Session
- ☐ Booked tickets for 2023 Art Cafes
- ☐ Booked tickets for Limited Edition Prints Masterclass
- ☐ Accessed VAA Insurance Documents (UK artists only, if you haven't got access to these double check your inbox for emails from Accredible then email us at [hello@visual-artists.org](mailto:hello@visual-artists.org))
- ☐ Applied for the VAA Professional Artist Award 2023
- ☐ Accessed the VAA Opportunities Board & Applied for at least 3 Opportunities
- ☐ Downloaded the VAA Member Badge to display on your website & social media
- ☐ Joined the VAA Members Facebook Group

## Contact Us

Please direct any questions regarding this guide  
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