

TheAbundantArtist.com
Cory Huff

Business Plan for Artists 2010

Mission Statement [ALSO KNOWN AS YOUR UNIQUE SELLING PROPOSITION – WHAT MAKES YOU UNIQUE?]

I help artists dispel the starving artist myth. [examples I've seen from other artists: I paint people's dreams (Eleatta Diver). Performance to Promote the Human Spirit (Katie Zaffrann). Savor the Colors of a Moment (Ann Rea).]

I do this by teaching artists (painters, actors, sculptors, musicians, etc) to eliminate the middlemen like agents and galleries, and instead sell their art directly to their fans.

[ARTISTS COULD STATE HERE THE EMOTIONAL/SOCIETAL/INTELLECTUAL IMPACT OF THEIR ART — WHAT DO YOU WANT YOUR ART TO MEAN?]

Business team and resources

CORY HUFF – Actor/Director/Internet Marketer

I've been acting since I was a little kid. That experience informs everything I do. When I approach new projects I have the attitude that any problem can be solved with a little bit of hard work, solid technique, and a whole lot of imagination.

I am [A Good Husband](#), an [Abundant Artist](#), and I work as an actor and internet marketing consultant. I firmly believe that I cannot place each part of my life in separate silos and still reach my full potential.

I graduated from the University of Utah, receiving a Bachelor of Fine Arts degree.

[HERE ENUMERATE YOUR SKILLS, ABILITIES, AND EXPERIENCE]

JOHN SMITH — personal assistant

[IF THERE IS ANYONE WHO HELPS YOU IN A SIGNIFICANT WAY WITH YOUR BUSINESS, PUT THEIR BIO & STRENGTHS HERE FOR LATER REFERENCE]

Down the road, I want to hire a personal assistant and a CPA. I would also like to hire a business coach and become a member of a mastermind group. [HERE PUT OTHER IDEAS FOR STAFF NEEDS AS YOU HIT YOUR GOALS — WILL YOU NEED AN ASSISTANT? AN ACCOUNTANT? A LAWYER?]

Market Analysis

THE ART/CRAFT/MUSIC WORLD

Art sales are moving away from galleries. With an increase in information and image accessibility across the web, first time and 'alternative' collectors are finding art that fits with their tastes. Dependence on gatekeepers and tastemakers is on the decline. Artists with an independent streak can position themselves to build their own fan base and leave middlemen out. My business needs to diversify its product and broaden its market. Artists are in drastically different places in their business timeline, and I must grow my offerings to accommodate artists wherever they are in that timeline. Currently I work mostly with artists who are already established or who have a strong understanding of the Internet. Also, my time is limited and I can only take on so many coaching clients.

Because of that, I will offer group coaching sessions and develop audio material to offer to artists that I cannot coach one-on-one.

Group Coaching

[DO YOU HAVE A UNIQUE IDEA FOR MARKETING YOUR ART? PUT IT HERE SO YOU REMEMBER TO DO IT. PUT DOWN WHEN YOU WILL DO IT, THE STEPS TO GETTING IT DONE, AND WHAT KIND OF HELP YOU WILL NEED]

I will offer group coaching packages where 5 – 10 artists can participate in weekly coaching sessions for four weeks. Each week we will cover a different Internet marketing topic and then homework will be assigned. I will also follow up with the artists each week to make sure they are on the right track, and each artist will receive one additional private coaching session.

Corporate Art Marketing

[YOU COULD LEASE SCULPTURES/PAINTINGS TO CORPORATE CLIENTS – WHO DO YOU KNOW THAT WORKS FOR A LARGE CORPORATION? BARRING THAT, HOW DO YOU FEEL ABOUT COLD CALLING?]

Repurposing existing talents & material

[CAN YOU CREATE MUGS, T-SHIRTS, OR DESIGNER PURSES FROM YOUR WORK? COULD YOU RECORD THAT ALBUM YOU'VE ALWAYS WANTED TO DO? FOR PERFORMERS, COULD YOU DO HOUSE PERFORMANCES OR ALTERNATE PERFORMANCE VENUES?]

Commissions

[WHO HAVE YOU SOLD TO BEFORE? CAN YOU CALL THEM AND ASK FOR A REFERRAL? DO YOU HAVE AN EMAIL LIST?]

Grants

[HAVE YOU SUCCESSFULLY APPLIED FOR GRANTS BEFORE? CAN YOU TAKE A GRANT WRITING COURSE?]

Public Performance/Speaking

[PEOPLE LOVE TO HEAR ABOUT HOW ARTISTS DO THEIR WORK. CAN YOU FIND A PLACE TO SHARE YOUR EXPERIENCES?]

Writing

[PEOPLE LOVE TO HEAR ABOUT HOW ARTISTS DO THEIR WORK. CAN YOU FIND A PLACE TO SHARE YOUR EXPERIENCES?]

Competition

COMPETITIVE ADVANTAGE

I am skilled in [public speaking, classical theater, mask performance, jazz & ballroom dance, dialects]. I have an established career in [whatever art you are in].

[ARE YOU AN ESTABLISHED ARTIST WITH A LARGE FAN BASE? ARE YOU HUGE IN JAPAN? IS YOUR MOM ON THE CITY COUNCIL? IS YOUR BROTHER ALEC BALDWIN?]

Goals & Objectives

One year

- \$50,000 in revenue by the end of 2010.
- Sell 100 prints
- Sell 5 commissions
- Perform at the Lincoln Center or get an audition with Steven Spielberg

Five years

- \$200,000 in revenue
- Sell 100 prints per month
- Sell 5 commissions at three times my current price
- Walk the red carpet at the premier of my sequel to E.T.

Financial Plan

[SKETCH OUT A FINANCIAL PLAN, INCLUDING CURRENT REVENUE SOURCES AND POSSIBLE FUTURE REVENUE SOURCES. BE HONEST WITH YOURSELF. BETTER TO ESTIMATE LOW THAN HIGH. THIS DOESN'T HAVE TO BE DETAILED, JUST ENOUGH TO HOLD YOURSELF ACCOUNTABLE TO]

[HOW MUCH TIME MONEY DO YOU REALLY NEED TO GET STARTED? WHERE CAN YOU GET THE MONEY, OR WHO WILL FINANCE YOU?]

Resources (What do I need?)

Office Space

[WHAT DO YOU HAVE? WHAT DO YOU NEED? WHO CAN HELP YOU GET WHAT YOU NEED?]

I have:

A computer, internet connection, a desk and a chair

I need:

Photoshop, better headshots, a copy of Protools audio software.

Studio Space

I have:

Occasional rented space or borrowed from my church.

I need:

My own space either in my home or close to it. I need rehearsal/painting/carving/welding space.

Risks

Risks

- Injury, illness
- If pieces don't sell, I may not have capital to reinvest in my business.

How will I mitigate my risk?

- health insurance, accidental death & dismemberment insurance?
- save a piece of all of my work to reinvest in my business

First Steps

[CREATE A BULLETED LIST OF THE THINGS YOU ARE GOING TO WORK TOWARDS OVER THE NEXT 30, 60, AND 90 DAYS]

- Develop coaching program
- Create teleseminar
- Create written coaching program

Cory Huff TheAbundantArtist.com 555-555-5555 Portland, OR 97209