

One-Page Art Business Plan



Mission Statement: The mission statement should explain the mission of your business and how you achieve it. What do you want your art to mean to the world, and how do you achieve that?

"I make art for [insert Ideal Collectors] so they can [what they get from the art]."

Examples: I make art for pet lovers so they can remember their furry friends.

I make art for hotels so they can create amazing experiences for their guests.

I make art for wealthy gay couples so they can be inspired and impress their friends.

Your mission statement: I make art for _____ so they can _____

Financial Plan: How much money do you need to run your art business? Where will that money come from? What is your current pricing strategy for your artwork? What resources do you have, what resources do you need?

I need \$_____ per _____ to run my business.

My current revenue sources are _____

My pricing strategy is (i.e. \$1/square inch) _____

I have _____

I need _____

Marketing Plan: What are some ideas you have for how to market your art? How will you make it happen?

I plan to market my art by _____

Objectives: Establish specific short- and long-term goals for your business.

Three month goals

- [example] Sell 100 prints
-
-
-

One year goals

- [example] Sell 5 commissions at 3 times my current price
-
-
-