

ARTIST PROJECT PLAN

Executive Summary (no more than one page)

Write this section last; this will help you write a well-directed, concise summary.

- Provide a short description of your art work
- Briefly describe your marketing and financial strategy

Artist Statement (about one paragraph)

The artist statement, or your mission statement, is a basic introduction to your art.

- Include basic information about why you create your art, how you create it, and what it means to you

Description of the Art (1-3 pages)

In this section, present a detailed description of your artwork.

- Provide information about yourself, your skills and any previous experience you have had
- Explain exactly what makes your art unique (What types of materials do you use? What does your work look like? Does it serve any kind of practical purpose? How is it made?)
- Include your resume and high-quality images of your art at the end of the section

Target Buyer (1 page)

This is a detailed description of your target buyer.

- Provide information about your buyers' demographic profile: their gender, their income, their age range, their level of education, their marital status, etc.
- You should also include information about your buyers' psychographic profile: why they buy, how often they buy, when they buy and where they buy.

Marketing your Art (1-3 pages)

- Explain what makes you different from other artists in your field, what unique advantages you have in the marketplace.
- Define your advertising and promotion strategies for reaching your target buyer (which tools you will use and how you intend to use them).
- Define your pricing strategy (how much does it cost you to produce your art, what kind of profit margin would you like to make, etc.)
- Define your distribution and sales strategies (will you be selling through a wholesaler? Retail? Private showings? Etc.)

Project Plan Outline

Financial Strategy (1-3 pages)

- Project your sales and expenses and put them in income statement format
- Include information about sources of financing.

Action Plan (1 page)

- Provide a timeline of the various strategies outlined in the plan

***From Business Skills for Creative Souls:
The Montreal Artist's Handbook available
at YES Montreal.***