








# PLAN FOR ARTISTIC SUCCESS







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# Introduction



## What it is

Your Plan for Artistic Success is more than a business plan. It is a creative roadmap that brings clarity, purpose, and confidence to your artistic life. Confidence to turn your fears and doubts into actionable steps with the help of your strengths. Your plan helps you connect where you are now with where you want to be. Whether your goal is to earn a living from your art, build a loyal collector base, or simply enjoy a creative life with more freedom and focus, this plan will guide you forward with structure and intention.

## How to use it

This plan is designed to grow with you. You can complete it all at once or take it one section at a time. I encourage you to watch the focused videos for each section I have created which you will find on my YouTube channel, '[Grow Your Art Business With Simone](#)'. Each page includes reflections and practical prompts that guide you through every area of your creative business, from defining your vision and audience to managing your time, energy, and finances.

Keep it nearby as a living document, something you can revisit and reshape as your art and confidence evolve. Also, paint the pages beautiful - create!

## What you will gain

Clarity: A clear understanding of your artistic direction, purpose, and goals

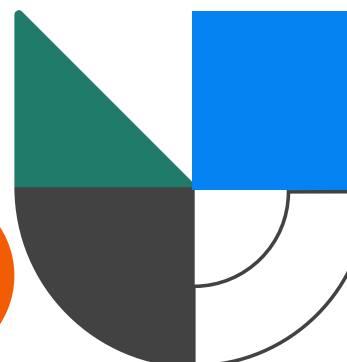
Confidence: A sense of calm and control that banishes fears and doubts through structure that supports your creativity.

Connection: Alignment between your art, your message, and the people who are drawn to it.

Sustainability: Practical systems that help you build a thriving and balanced creative life.

*Your Plan for Artistic Success is not about perfection. It is about progress. It is about creating a business and a creative life that reflect who you truly are, so you can share your work with confidence and live with freedom, courage, and heart.*

*Simone.*



# Some food for thought...



“Making money is art and working is art and good business is the best art.” — Andy Warhol

“If you cannot do great things, do small things in a great way.”  
— Napoleon Hill

“The world of reality has its limits; the world of imagination is boundless.” — Jean-Jacques Rousseau

“Creativity takes courage.” — Henri Matisse

“The more you make, the more you are able to see what is working and what isn’t and the more you will be able to grow.”  
— Artwork Archive blog

“What is creative living? Any life that is driven more strongly by curiosity than by fear.” — Elizabeth Gilbert

“There is no must in art because art is free.” — Wassily Kandinsky

“The art business is a visual one; you have to show the world your work for you to be able to sell it.” — Maria Brophy

**“Great things are done by a series of small things brought together.” — Vincent van Gogh**

“If you talk about it, it’s a dream, if you envision it, it’s possible, but if you schedule it, it’s real.” — Tony Robbins

“If there’s ever a problem, I film it and it’s no longer a problem.” — Andy Warhol (again)

“It’s not about chasing money. It’s about chasing freedom.” —  
Unknown



# A Note Before You Begin

This plan will take time, effort, reflection and honesty but every moment you spend with it will be worth it. You're not just writing a business plan you're actually creating a map for your creative life. A plan built around who you are, how you work, and what truly matters to you.



Some parts will feel easy and exciting and others might take more thought or courage. That's okay. Take it one step at a time. You definitely won't finish everything in one sitting. But remember, progress is progress, no matter how small. Don't forget to watch the dedicated videos for each section on my channel. Go to the playlist and click on the 'How To Plan Your Art Business' and work your way through the videos as you complete your plan.

This is your journey. There's no right or wrong pace, no perfect version of 'success'. What matters most is that you start, keep going, and stay connected to your vision along the way.

The effort you put in today will ripple into your future and will bring clarity, confidence, and momentum. Your future self will thank you.

*"Every small step you take towards your art is a promise kept to your creative self."*  
Simone.



# 1. My Purpose and Where I'm Going

## Purpose

Define my purpose, direction, and success on my own terms.

Your purpose is the heart of your creative life. It is the quiet reason behind why you make what you make and why it matters. It's what gives your work meaning beyond the canvas, the clay, or the camera. When you define your purpose, you give yourself a compass to guide every creative, personal, and professional choice.

Remember too: You do not need to follow someone else's version of success. You can build a path that reflects your values, your rhythm, and your vision of what a creative, fulfilled life looks like. In fact, I highly recommend this is what you do.

This process is about creating a business that supports who you are, rather than one that demands you become someone else.

## Prompts

- Why do I want to build an art business?
- What do I want this business to give me (freedom, income, purpose, connection)?
- How can I build a business that feels true to my values and artistic voice?
- What are my core values as an artist?
- What makes my work unique or recognisable?
- How do I want people to feel when they experience my art?
- If nothing held me back, what would my dream creative life look like?
- What does success look like in 1 year? In 3 years?
- How can I measure success in ways that go beyond money — such as freedom, fulfilment, or joy?

# 1. My Purpose and Where I'm Going cont.

## Action

**Write my Vision Statement (including your artistic vision and business goal) (1–2 sentences):**

## Examples

"I create bold, expressive abstract paintings that bring courage and colour into people's lives, while building a business that supports my creative freedom."

"I compose immersive, atmospheric music that helps listeners slow down and feel deeply connected to emotion and memory. My goal is to create meaningful experiences through sound while developing a sustainable career that honours both my creativity and wellbeing."

"I create tactile, nature-inspired sculptures that invite people to pause, reflect, and reconnect with the beauty of form and texture. My vision is to build a business that allows me to share these works with collectors and spaces that value calm, craftsmanship, and presence."

"I capture quiet, meaningful moments that reveal beauty in the everyday. Through my photography, I help people see their world with more presence and gratitude. My aim is to build a business that allows me to share authentic stories, connect with others, and live creatively on my own terms."

**Tip** - feeling this statement in your heart and knowing it in your mind allows you to tell it to anyone who asks what you do, what sort of artist you are. It can be your elevator pitch also and form one of the pillars of your marketing framework.

**Final thoughts on this section.** Your vision is your compass and it doesn't have to be perfect, it just has to be true. Every time you return to it, you'll find new clarity and renewed courage to keep going. Hold your vision close, and let it grow with you as it's the quiet promise between who you are now and the artist you're becoming.

# 2. Who I Create For And Why

## Purpose

Align my art with the people who will value it most.

Knowing your art and your audience is about clarity and connection. It's the bridge between what you create and the people who will cherish it. When you understand the stories, emotions, and ideas that flow through your work, and the kind of people they speak to, everything in your business becomes more aligned: your pricing, your marketing, your goals, and even the joy you feel in sharing your art.

This section is about uncovering what makes your work unique and learning how to communicate that clearly and authentically. What's most beneficial for you is to understand it's not about changing who you are to fit a market; it's about understanding your natural audience. That is, the people who already resonate with your voice, vision, and values.

By getting to know both yourself as an artist and the people who are drawn to your work, you can create stronger connections, more meaningful experiences, and a business that feels true to you. When your art and your audience meet in harmony, that's where your creative purpose and effective selling combine.

## Prompts

- What themes, stories, or emotions run through my work?
- What materials, colours, or techniques do I return to again and again?
- How would I describe my art style or medium?
- What part of my personality or life story shows up most clearly in my art?
- What do others often say about my work? What words do they use to describe it?
- Where do they spend time (online and offline)?
- How does my art solve a need or desire such as beauty, calm, colour, meaning?
- How can I make my collectors feel part of my creative journey?
- Who connects most deeply with my art? (Describe my ideal collector: age, lifestyle, values.)

# 2. Who I Create For And Why cont...

## Prompts cont...

- What kind of language or storytelling best connects with my audience?
- How can I make my collectors feel part of my creative journey?
- How can I stay true to my vision while being aware of what my audience values?
- How can I express gratitude or stay in touch with my collectors and supporters?
- Has my audience changed over time? If so, how?
- Are there new audiences I'd like to reach in the future?

## Action

**Write my Audience Summary. (Now we can see how and where to focus our marketing efforts)**

## Examples

1. "My ideal collectors are people who appreciate handcrafted work and the quiet beauty of natural materials. They value simplicity, texture, and timeless design, and they see art as something to live with, not just to look at."

### *Where they spend time:*

- Online: Instagram (especially accounts focused on craftsmanship and design), Etsy, Pinterest, Substack newsletters about slow living or artisan culture.
- Offline: Craft fairs, pottery markets, design stores, garden exhibitions, sculpture trails, heritage and conservation events.

### *How your art meets their need or desire:*

- They seek authenticity, tactility, and a sense of grounding in an increasingly digital world.
- My work gives them a physical, sensory connection to the handmade, something that is real and lasting.
- It fulfils their desire for simplicity, calm, and timeless beauty in their home or garden.



# 2. Who I Create For And Why cont...

## Examples cont...

2. "My ideal collectors are women over 50 who value creativity, colour, and emotional storytelling in art."

*Where do they spend time (online and offline)?*

- Online: Instagram, Pinterest, Facebook art groups, lifestyle blogs for women, and interior design or creative living newsletters.
- Offline: Art fairs, open studio events, local galleries, creative workshops, charity auctions, and home décor boutiques.

*How your art meets their need or desire:*

- They want art that brings warmth, inspiration, and emotional connection into their homes.
- My work helps them express their own creativity, individuality, and life experience.
- It brings colour and courage into their space for a reminder of beauty, resilience, and joy.

3. "My ideal collectors are people who feel most at peace when surrounded by nature. They are drawn to calming, earthy tones and art that captures a sense of stillness, memory, or belonging. Many of them value sustainability and seek art that brings the outside world gently into their homes."

*Where they spend time:*

- Online: Nature photography and mindfulness accounts, sustainable lifestyle websites, gardening and outdoor living communities, Pinterest, and Substack essays about slow living.
- Offline: Garden centres, nature reserves, local craft galleries, environmental charities, and mindfulness or yoga retreats.

# 2. Who I Create For And Why cont...

## Examples cont...

*How your art meets their need or desire:*

- They seek art that brings peace, grounding, and emotional restoration into their environment.
- My work reconnects them with the natural world and evokes a sense of calm reflection.
- It fulfils their longing for balance, beauty, and a slower pace of life.

4. "My ideal audience is made up of modern collectors who are excited by innovation and bold ideas. They are curious, design-conscious, and love art that reflects the world we live in today. They appreciate digital processes, vibrant colour, and pieces that make a statement in contemporary spaces."

*Where they spend time:*

- Online: Instagram, LinkedIn, TikTok, and design-forward platforms like Behance, Artsy, and Saatchi Art. They follow digital galleries, design influencers, and creative thought leaders.
- Offline: Contemporary art fairs, pop-up exhibitions, co-working spaces, and cultural events in urban centres.

*How your art meets their need or desire:*

- They want art that reflects their identity, environment, and forward-thinking mindset.
- My work adds energy, sophistication, and relevance to their personal or professional space.
- It helps them express their appreciation for creativity, technology, and culture in a visual, modern way.

**Final thoughts: The more you understand your art, the more confidently you can share it. Connection begins with clarity as when you know your story, the right people will find you. Your audience isn't something you chase; it's something you attract by being true to your voice.**



# 3. What I Offer and How I Earn

## Purpose

Create clarity and confidence around my art income.

This section is about understanding the value of what you create. Not just value in emotional or artistic terms, but value in real, tangible ways that support your life and allow your art to thrive. Every art work or creative service you offer carries time, skill, and story. Pricing and profit are not about greed or pressure, they're about sustainability, respect, and balance for your efforts.

When you define what you offer clearly, you begin to shape a business that feels both professional and authentic. You know what to sell, to whom, and why. You can make confident decisions that align with your goals and your values.

This process is also about shifting your mindset from "I hope someone buys my art" to "I offer something of real worth." Understanding your products and pricing helps you see your art as part of a bigger ecosystem of value where creativity, income, and purpose all support each other.

Profit doesn't take away from your art; it gives it room to grow. When your work earns fairly, you gain the freedom to keep creating, experimenting, and evolving without burning out or giving up. And by clarifying your offerings and your pricing, you honour your art, your time, and your future self.

## Prompts

### *Understanding Your Offerings*

- Which products or services bring me the most joy to create?
- Which offerings generate the most income or interest from collectors?
- Do I have a balance between one-off sales and ongoing income streams?
- How can I package or present my work in a way that adds value for my collectors?
- Are there complementary products or experiences I could introduce? (e.g. prints, workshops, studio visits, or behind-the-scenes content)

# 3. What I Offer and How I Earn cont...

## Prompts cont...

### *Pricing With Purpose*

- What story does my pricing tell about the value of my art?
- Am I underpricing due to fear or self-doubt?
- How do my prices compare with other artists at a similar stage?
- How does my pricing reflect the time, materials, and emotional energy that go into my work?
- What pricing structure feels sustainable and fair to me and to my collectors?

### *Profit and Sustainability*

- What percentage of my income do I want to come from each product type?
- How much do I need to sell each month or quarter to reach my annual goal?
- Are my expenses and income in balance, or do I need to make adjustments?
- How can I build a more consistent income? Perhaps through pre-orders, commissions, or teaching?
- How can I celebrate financial wins, however small, to keep myself motivated?

### *Mindset and Growth*

- How comfortable do I feel talking about money and pricing my work?
- How can I make my relationship with money feel creative, empowering, and joyful?
- What beliefs about money or success might be holding me back?
- How do I define “enough” when it comes to my art income?
- What financial systems could make my business feel calmer and more organised?

# 3. What I Offer and How I Earn cont...



## Action

**List my Product/Service & Pricing Summary:**

### Example

Product Type	Description	Price Range	Notes
Original paintings	Abstract acrylics on canvas	£300–£1,500	Signed, ready to hang
Prints	Limited edition giclée prints	£65–£120	25 per edition

## Final Thoughts

Knowing your worth allows you to create with freedom and confidence. Pricing your art fairly isn't about value in numbers, its really about honouring your time, skill, and heart. When your art supports your life, you can keep creating the work that supports your soul.

# 4. How I Will Be Seen and Heard

## Purpose

Plan how to show my art to the right people consistently.

**Remember:** Marketing isn't about shouting or self-promotion it's really about connection, storytelling, and visibility with integrity. You don't need to be everywhere; focus on one channel where your audience is and master it. Remember, it is vital to show up consistently and authentically.

## Prompts

- Which platforms will I focus on? (Instagram, YouTube, newsletter, website, galleries)
- Which platforms feel most natural for me to share my art?
- Do I want to be online? What impact will this have and how will I mitigate?
  - What visibility opportunities exist offline? Exhibitions, open studios, collaborations, or local markets?
- How often can I realistically post or email?
  - How often can I realistically share updates or engage online without burnout?
  - How will I tell my story and connect emotionally with my audience?
  - What are my content themes? (studio process, storytelling, business tips, personal journey)
- Do I have an upcoming launch or collection release to plan around?
- How do I want people to describe my art and my brand?
- What message or story runs through my creative work?
- How can I make my collectors and audience feel part of my journey?
- What type of content do I enjoy creating — images, stories, process videos, newsletters, teaching?
  - What boundaries or routines can protect my energy while still staying visible?
  - How will I measure success — connection, engagement, growth, or sales?

# 4. How I Will Be Seen and Heard cont...

## Action

### Create my Marketing Focus:

### Examples

Share one studio story on Instagram per week, one YouTube tutorial every fortnight, and send a monthly newsletter online or to galleries and local markets, with new work and behind-the-scenes updates.

### Other ideas:

1. Post a 30–60 second process reel every Tuesday showing one stage from sketch to finish.
2. Share one carousel per week with close-ups, title, size, and price of a new or archived piece.
3. Host a 20-minute live studio Q&A on Instagram on the first Friday of each month.
4. Batch-record two YouTube shorts each month answering common collector questions.
5. Publish one blog/substack/offline newsletter/post per month with a step-by-step look at a recent artwork or series.
6. Add one new artwork to your website shop every fortnight and share the listing link the same day.
7. Create one Pinterest board per month around a theme from your work, pinning ten fresh images.
8. Send one “collector note” email each quarter with early access to a mini-release or print drop.
9. Create a simple “Join the list for first dibs” call-to-action on every Instagram caption for two weeks.
10. Offer three commission slots twice a year and announce them to your newsletter first.



# 4. How I Will Be Seen and Heard

## Examples cont...

11. Pitch one local gallery, café, or boutique each month with a short PDF of five images and prices.
12. Apply to one art fair or open studio per quarter and share the prep journey on stories.
13. Collaborate once a quarter with a local maker or florist for a styled photo shoot featuring your art.
14. Ask three past buyers each quarter for a short testimonial and photograph in situ, then share one per month.
15. Run a gentle “studio sale weekend” twice a year for studies or older pieces, newsletter-only first, then social.
16. Create one educational post per fortnight that teaches something small you know well: paper, varnish, framing, colour.
17. Film one time-lapse per month of a piece from blank surface to final detail and post to Reels and YouTube Shorts.
18. Schedule a one-hour “marketing power hour” every Thursday to plan posts, write captions, and reply to comments.
19. Review analytics on the first of each month and note your top two performing posts; repeat those formats.
20. Start a simple “New Art Friday” habit: share one new image or detail every Friday at the same time.

## Final Thoughts

Every time you share your story, you open a door for someone to connect with your art. Visibility isn't about shouting louder at all, it's about showing up with authenticity and consistency. Let your marketing reflect your voice, your values, and your vision as the world needs to see what only you can create.



# 5. Staying Organised and Sustainable

## Purpose

As artists, we thrive on inspiration and flow, but even creativity needs a container. Without simple systems, time boundaries, and supportive habits, our energy can scatter which leaves us tired, overwhelmed, and unsure where our effort is going.

This section is about creating a structure that serves your creativity, not stifles it. It's about finding routines that make space for both freedom and focus. When your days are shaped with intention, you can create from a place of calm rather than chaos.

Time management for us isn't about filling every hour; it's about protecting your energy for all that truly matters to you, your art, your wellbeing, and your growth. By building gentle systems, whether that's a weekly studio rhythm, clear working hours, or simple organisational tools you will give yourself the stability and confidence to create with ease. Remember, a strong foundation doesn't limit creativity; it sustains it.

## Prompts

### *Energy & Balance*

- When do I feel most creative or energised during the week?
- What drains my energy most and how can I minimise it?
- What restores my energy most and how can I protect time for it?
- How can I build more rest and recovery into my creative schedule?
- How do I know when I'm reaching burnout, and what early signs can I look for?

### *Boundaries & Rhythm*

- What days or times will I dedicate to painting, admin, or rest?
- What does a balanced week look like for me? Creatively, personally, and emotionally?
- What boundaries do I need around time, technology, or communication to protect my focus?
- What could I stop doing, delegate, or say 'no' to that would free up time or energy?
- How can I create transition rituals between creative and admin tasks to stay grounded?

# 5. Staying Organised and Sustainable cont...

## Prompts cont...

### *Systems & Organisation*

- What systems or tools will help me stay on track? (planner, Trello, Canva templates, spreadsheets)
- What can I simplify or automate?
- What systems currently work well for me and which ones feel heavy or complicated?
- How could I make my creative admin easier or more enjoyable?
- What small habits would help me feel more organised each week?
- How can I track progress or celebrate small wins to stay motivated?

### *Sustainability & Support*

- How can I design a weekly schedule that feels flexible but intentional?
- Who or what can help me stay accountable without pressure?
- How do I want my workdays to feel? Calm, focused, spacious, inspired?
- What does 'enough' look like in a week's work. Not perfect, just enough?

## Action

### 1. *Create a Morning & Evening Studio Ritual*

Define small habits that signal the start and end of your creative day.

Example: Light a candle and play music when I begin painting; tidy brushes and write tomorrow's intention before leaving the studio.

### 2. *Theme Your Days by Focus Type*

Assign each day a theme to simplify decision-making.

Example:

- Making Monday – Start a new artwork.
- Tidy Tuesday – Organise materials and photograph finished work.
- Workshop Wednesday – Teach or plan tutorials.
- Flow Friday – Paint playfully and purely for joy. (Your best work ideas will show up, believe me!)

# 5. Staying Organised and Sustainable cont...

## Action

### 3. *Batch Similar Tasks*

Group repetitive or similar tasks to save time and mental energy.

Example: Photograph and edit new paintings once a month; schedule two weeks of social posts in one afternoon.

### 4. *Define My 'Energy Map'*

Track when I feel most alert or inspired, and plan tasks accordingly.

Example: Paint in the morning when my focus is strongest; handle admin after lunch; walk or stretch mid-afternoon. (Extremely important to get outside of your studio environment and feel nourished by nature.)

### 5. *Create a Studio Prep Routine*

End each session by resetting the space for the next one.

Example: Clean palettes, refill jars, and lay out tomorrow's materials before leaving the studio.

### 6. *Design a Weekly Reflection Time*

Set aside time each Friday to review the week's wins and lessons.

Example: Note what worked well, what felt draining, and one small intention for next week.

### 7. *Schedule 'Admin Power Hours'*

Block one or two hours weekly for business admin, emails, and planning.

Example: Thursday mornings: invoices, social updates, and newsletter drafts. Then switch off.

# 5. Staying Organised and Sustainable cont...

## Action

### 8. *Protect a Weekly Rest or Inspiration Day*

Dedicate one day to rest, research, or creative play without expectations.

Example: Visit a gallery, walk in nature, or sketch purely for enjoyment.

### 9. *Automate or Simplify One Process Each Month*

Identify one repetitive task to systemise or streamline.

Example: Use email templates for collectors, set up automated newsletter sign-ups, or reorder materials online.

### 10. *Create a 'Non-Negotiable List'*

List three daily actions that keep me grounded and productive.

Example: 1) Ten minutes of stretching, 2) One focused studio session, 3) Update planner before bed.

## Final thoughts:

**Structure doesn't limit creativity rather it protects it. The more you align your time and energy with your creative flow, the freer your art becomes.**

**Remember: Sustainability is an act of self-respect by nurturing your rhythm, and your art will flourish.**



# 6. Building Confidence and Community

## Purpose

The path of an artist is full of beauty and also uncertainty. Some days, inspiration flows with ease. Other days, self-doubt, fatigue, or comparison can quietly creep in. Strengthening your mindset isn't about pretending everything is fine; it's about building the inner resilience to keep going, even when it's hard.

This section is about learning to support yourself emotionally and practically so you can thrive, not just survive, on your creative journey. It's about recognising that growth doesn't come from force, it actually comes from trust, reflection, and community.

Support can take many forms: a network of fellow artists, a mentor, a creative friend, or a simple practice that helps you stay grounded when things feel heavy. Mindset work helps you replace fear with curiosity, and self-criticism with compassion.

Growth happens when you allow yourself to keep learning, not only about your craft and your business, but about yourself. Critically, when you nurture your resilience and stay connected to others who understand your journey, you build a foundation that carries you through every season of your creative life.

## Prompts

### *Support & Connection*

- Who can I reach out to for support or accountability?
- Who truly understands my creative journey and encourages me to keep going?
- Where can I find community or connection with like-minded artists? (online groups, local studios, workshops, mentorship)
- How can I offer support to others in the creative community as I want to give as well as receive?
- What kind of environment or relationship helps me feel safe to share my work honestly?

# 6. Building Confidence and Community cont...

## Prompts cont...

### *Mindset & Emotional Resilience*

- What fears or doubts do I need to work through?
- What helps me move forward when I feel stuck or uncertain?
- How can I remind myself of past challenges I've already overcome?
- What self-talk or belief patterns am I ready to change?
- How can I show myself more compassion on the days that feel hard?
- What daily or weekly practices (journaling, meditation, affirmations, therapy, movement) help keep my mindset balanced?

### *Growth & Learning*

- How will I keep learning or growing as an artist?
- What skills or areas of knowledge would strengthen my confidence or creative business?
- What opportunities for development inspire me most? Courses, books, podcasts, mentoring?
- How can I balance learning new things with trusting my existing experience?
- Where do I see the biggest growth in myself compared to a year ago?

### *Reflection & Celebration*

- What will I do to celebrate progress. Especially the small wins?
- How can I document or acknowledge my growth regularly?
- What does success feel like to me on the inside, not just look like on the outside?
- Who can I share my progress or milestones with to keep myself encouraged?
- How can I use gratitude as part of my growth practice?

# 6. Building Confidence and Community cont...

## Action

### 1. Write My Support Plan

Example: Join one online artist community, have monthly accountability calls with a creative friend, and review progress every 30 days. Read below for more inspiration.

### 2. Create a Confidence File

Save kind comments, collector messages, and photos of finished pieces to revisit whenever I feel doubt creeping in.

### 3. Develop a Morning or Weekly Mindset Routine

Spend five minutes journaling gratitude or reading an inspiring quote before starting studio work.

### 4. Schedule Monthly Reflection Time

On the last Friday of each month, review what went well, what I learned, and what I'd like to focus on next month.

### 5. Identify My Top Three Fears and Reframe Them

For example: What if my work doesn't sell?

Becomes 'Every piece I make teaches me something that brings me closer to my audience.'

### 6. Celebrate Small Wins Intentionally

Light a candle, take a photo, or write down every positive step, no matter how small, in a 'success' notebook.

### 7. Build a Mentorship or Peer Connection

Reach out to one artist I admire to exchange support or advice. Even if it's just a short email or message.

# 6. Building Confidence and Community cont...

## Action cont...

### 8. Create a 'Creative First Aid Kit'

Gather a playlist, a few affirmations, and photos of my work that make me proud. To lift my mood when I'm discouraged.

### 9. Invest in My Growth Plan

Choose one course, book, or workshop each quarter that expands my skill or mindset in a meaningful way.

### 10. Practice Saying 'No' Gracefully

This is an important one! And one some of us have the most difficulty with. Write a simple phrase like, 'Thank you for thinking of me, but I'm focusing on my studio work right now'.

### 11. Create a Visual Growth Board

Use a cork-board or digital board to pin goals, affirmations, and images that represent the creative life I'm building.

**Final thoughts: Your creative journey is not one you walk alone as connection is part of your strength. Growth takes time, courage, and compassion, most especially for yourself. So keep showing up and keep believing. Remembering every small act of faith in your art builds a foundation for what's next.**



# 7. Setting Up Properly

## Purpose

As artists, our work is more than a product as it's an extension of who we are. Protecting it means honouring our creativity, our livelihood, and the effort that goes into building a sustainable art business. When your practical and legal foundations are secure, you create the freedom to focus on making art and sharing it confidently and this is what truly matters.

This section is about creating both emotional and professional safety so that your creative world feels supported and not uncertain. From understanding copyright and contracts to managing taxes and payments these strong foundations will reduce stress and prevent misunderstandings. They will also strengthen your confidence as a creative professional.

So remember, It's not about perfection or legal expertise, it's absolutely about awareness and empowerment. Knowing where you stand gives you clarity, boundaries, and peace of mind. By protecting your art, your income, and yourself, you honour the value of your work and set the stage, on your own terms, for long-term success.

Reading this section can seem daunting or overwhelming. Just take it one step at a time. Reach out for help and advice when you need it. And get an accountant if you need/prefer it!

**Note: some of this section is UK specific (i.e. HMRC etc) but the overall principles apply whatever country you live in.**

## Prompts

### *Business & Structure*

- What's my business structure? (sole trader, limited company, partnership, etc.)
- Do I have a separate bank account for my art income and expenses?
- Do I understand my tax obligations and keep clear financial records?
- Have I registered with HMRC (Tax Department) or sought advice about when I should?
- Do I have a simple accounting or bookkeeping system that works for me?



# 7. Setting Up Properly

## Prompts cont...

### *Documentation & Organisation*

- Do I keep invoices, receipts, and sales records in one place?
- Have I set up digital or physical folders for client contracts, sales, and expenses?
- Do I regularly back up important files and artwork images?
- How can I make my admin systems simpler or more consistent?

### *Protection & Professional Confidence*

- Do I have basic insurance or contracts in place for my work? (studio, public liability, shipping, commissions)
- Have I considered copyright, usage rights, or terms for commissions and collaborations?
- Do I understand what I own when I sell an artwork — and what rights I retain?
- How can I protect my images and text online while still sharing my art freely?
- What steps can I take to make sure clients, collectors, or partners feel secure working with me?

### *Boundaries & Peace of Mind*

- Do I have clear terms and conditions for sales, commissions, or teaching?
- Have I created a checklist for pricing, payment, and delivery that prevents misunderstandings?
- How can I communicate my boundaries with kindness and confidence?
- What areas of the “business side” cause me the most stress — and who or what could help ease that?
- What does “peace of mind” mean for me as a professional artist?

# 7. Setting Up Properly



## Action

### *Documentation & Organisation*

- Do I keep invoices, receipts, and sales records in one place?
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# 7. Setting Up Properly

## Important Note:

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## Checklist

### Suggested Quick-Start Essentials

- Register business name
- Open business bank account
- Create a simple income/expense tracker
- Draft commission agreement template
- Research copyright and image use

### Business & Structure

- Choose business structure (sole trader, limited company, partnership)
- Register with HMRC (Self Assessment) and obtain UTR number
- Register business name (and check availability on Companies House if Ltd)
- Open a dedicated business bank account
- Decide if "trading as" name is needed and use consistently on invoices
- Assess VAT position, track turnover vs threshold, register if required
- Set up simple chart of accounts (income, COGS, expenses, tax, drawings)
- Choose bookkeeping method/software (e.g., FreeAgent, QuickBooks, Crunch)
- Set a monthly bookkeeping day in the diary
- Consider hiring an accountant or bookkeeper for year-end and tax

# 7. Setting Up Properly

## Checklist cont...

### *Money & Admin Clarity*

- Create a simple income/expense tracker (or set up software categories)
- Implement receipt capture (scans or app) and a folder system by month
- Set up separate "tax" and "profit" bank pots (I use 'Profit First' system)
- Create pricing calculator (time, materials, overhead, profit margin)
- Establish payment methods (bank transfer, card processor, PayPal)
- Write a payments policy (deposits, staged payments (?), final balance)
- Track mileage, studio use of home, and allowable expenses
- Schedule quarterly mini-reviews of cash flow and goals

### *Documentation & Organisation*

- Draft commission agreement template
- Prepare sales invoice template with legal info (name, address, VAT status)
- Create delivery note and certificate of authenticity templates
- Set up client files: enquiry, quote, contract, invoice, delivery, feedback
- Build an artwork inventory (ID, title, size, materials, price, location)
- Photograph each piece (full + detail), store in named folders with alt text
- Back up all files to cloud and external drive (set a monthly reminder)**
- Maintain a press/media folder (bio, headshots, artwork images, statements)

### *Protection & Professional Confidence*

- Research copyright and image use
- Add copyright notice to website, documents, and image metadata
- Define image licensing terms (personal use vs commercial use)
- Write standard licensing addendum for collaborations or publishing
- Decide on watermarking or low-res images online (if desired)
- Obtain relevant insurance (public liability, studio contents, transit/postage)
- Choose couriers and clarify insurance for shipping originals

# 7. Setting Up Properly

## Checklist cont...

- Prepare a basic risk assessment for open studios or workshops
- Keep records of contracts, emails, and approvals in one place

### *Boundaries, T&Cs, and Peace of Mind*

- Write clear Terms & Conditions for sales and commissions
- Draft a returns/cancellations and damage-in-transit policy
- Set a turnaround time policy and communication expectations
- Create a privacy notice for your website and mailing list (GDPR aligned)
- Ensure email marketing is consent-based; add unsubscribe to newsletters
- Consider ICO registration if processing personal data beyond core needs
- Prepare a simple dispute/complaints process and escalation steps
- Add basic accessibility and inclusion statement (optional but supportive)

### *Website & Online Presence*

- Ensure website shows business name, contact, and place of business
- Add T&Cs, privacy policy, cookies notice, and returns policy to footer
- Display clear pricing, sizes, framing, and shipping details on product pages
- Add "care of artwork" guidance and framing suggestions
- Implement alt text for images and descriptive filenames
- Set up a contact form that stores messages securely
- Create a simple press page: bio, artist statement, download images, credits

### *Commissions & Services*

- Commission brief template (scope, style, size, palette, reference images)
- Deposit policy (e.g., 30–50% non-refundable) and staged payment schedule (?)
- Revisions policy (what's included, what incurs extra fees)
- Timeline with milestones and approval points
- Usage rights and display permissions clarified in writing
- Final sign-off checklist and delivery/installation notes

# 7. Setting Up Properly

## Checklist cont...

### *Shipping, Packaging & Aftercare*

- Standardise packaging for originals/prints (archival materials, corner protectors)
- Choose insured services and define cut-off times for dispatch
- Include certificate of authenticity and care card in every parcel
- Keep a packing checklist and photo evidence before dispatch
- Record tracking numbers and follow up with a courtesy email

### *Studio, Safety & Practicalities*

- Studio safety checklist (ventilation, PPE, storage of solvents)
- Material safety data sheets accessible (e.g., pigments, varnishes)
- Clean-down routine and waste disposal plan
- Inventory of consumables with reorder list
- Equipment maintenance log and schedule

### *Growth, Licensing & Opportunities*

- Keep a list of galleries, fairs, and stockists with application dates
- Prepare a licensing pitch pack (image grid, themes, usage ideas, rates)
- Track submissions, outcomes, and follow-ups in a simple spreadsheet
- Maintain a testimonials folder with permission to use quotes
- Set quarterly goals for outreach (galleries, press, partnerships)

### *Long-Term Security & Legacy*

- Keep a simple will noting artwork and digital assets (seek legal advice)
- Appoint a trusted person to manage art estate and digital accounts if needed
- Maintain a catalogue raisonné or master inventory over time
- Document processes and series notes for provenance and future reference



# 7. Setting Up Properly

**Final Thoughts: Strong foundations give your creativity the freedom to expand without fear. Taking care of the practical side of your art is not about box-ticking — it's an act of self-trust and self-respect. When your business is secure, your art can breathe more freely — and so can you.**

The checklist provided in this section is detailed and comprehensive, created to guide, remind, and inspire you. It's there to help you see what's possible, not to overwhelm you or suggest that you must do everything at once. Choose the steps that feel most relevant to where you are right now, and come back to the rest when you're ready. This plan is designed to evolve alongside you and your creative journey.

Your goal isn't perfection — it's confidence, clarity, and peace of mind. Step by step, you're creating a safe and sustainable space for your creativity to grow.

## **Important Note:**

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# Remember

Your art plan isn't a one-time document, it's a creative map that evolves with you. Each page is a reflection of where you are now and an invitation to grow into what's next.

This plan is meant to guide, not restrict. Allow it to breathe and change as your creative life unfolds. Return to it often and update it, scribble in the margins, add notes and new dreams. Decorate and embellish with your artistic creativity! Let it become a living record of your artistic journey.

Progress isn't always loud or linear. Some seasons will feel expansive and full of movement; others will be quiet and inward. Both are valuable. Both are part of the path.

Keep listening to your intuition, your energy, your curiosity. Every time you show up for your art, you're building not just a business, but a life that reflects your courage, your creativity, and your truth.

“Your art doesn't ask you to be perfect. It asks you to be present.”

# Acknowledgments



Thank you for taking this journey with me. Creating art and building a creative life around it, takes courage, patience, and deep trust in yourself. If you've made it this far, you've already proven that you have all three.

This plan was designed to guide you, encourage you, and remind you that you are capable of building a sustainable, fulfilling creative life on your own terms. Every reflection, every note, every small step matters.

As your art and business evolve, so will you, and that's the beauty of it. Keep believing in your work, your process, and your voice. You are not behind, you are becoming.

With gratitude and colour,

Simone  
Woods  
Artist





# PLAN FOR ARTISTIC SUCCESS

**NAME:**

**DATE:**



# Plan for Artistic Success

**1. My Purpose and Where I'm Going**

**2. Who I Create For and Why**

# Plan for Artistic Success

## 3. What I Offer and How I Earn

# Plan for Artistic Success

## 4. How I Will Be Seen and Heard

# Plan for Artistic Success

## 5. Staying Organised and Sustainable

# Plan for Artistic Success

## 6. Building Confidence and Community

# Plan for Artistic Success

## 7. Setting Up Properly

# Plan for Artistic Success

Notes:

# Plan for Artistic Success

Notes:

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