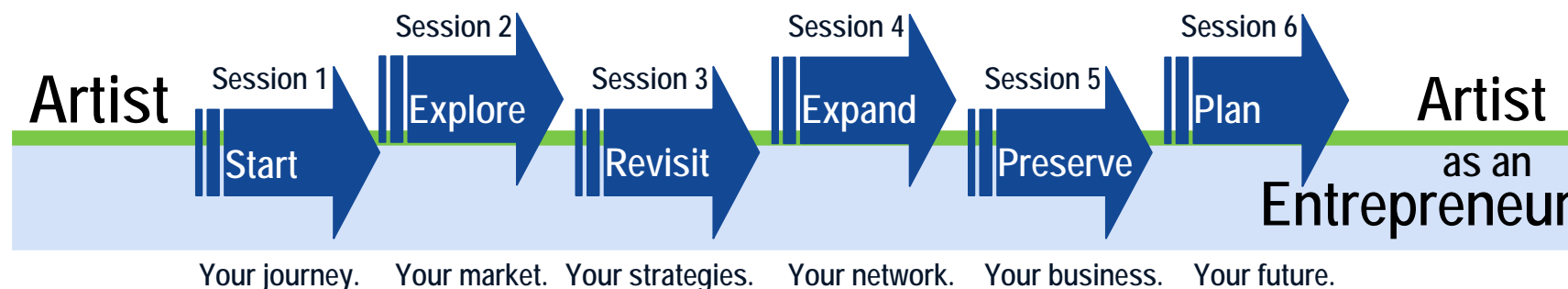


The Artist as an Entrepreneur Institute How It Works

We know that running an arts business is tough. But we're here to help. Over the next three days, we'll help you take the initial steps to becoming an artist as an entrepreneur. Here's how it works.



In **Session 1**, we'll start the journey by taking a closer look at the concept of **The Artist as an Entrepreneur**. We'll also give you a framework for **Considering Your Priorities** as you build your business, as well as how these priorities will play into **Choosing a Business Structure**.

In **Session 2**, we'll shift gears to explore markets for your work. We'll give you some tips for **Understanding Consumers** and **Developing a Brand**. Then we'll talk about how markets affect price, first through a **Pricing Overview** and then by examining how artists use **Pricing in Practice**.

In **Session 3**, it's time to revisit strategies, based on what you've learned about your markets. You may be worried that you won't be able to make a profit based on the prices that will work in your markets. Not to fear – we'll look at how **Building a Product Mix**, **Selecting Distribution Outlets** and **Refining Operations** can all help you improve your financial performance.

In **Session 4**, we'll look at how to expand your networks to improve your visibility and "fundability". We'll show you how **Creating a Communications Strategy** can help you strategically increase your sales. We'll also give you tips on **Raising Capital** as a component of your overall strategy. Finally, we'll work on **Identifying Resources** that can support you and your business in years to come.

In **Session 5**, it's time to figure out how to protect the business that you're building. You'll examine how **Protecting Your Rights** might prevent exploitation of your work and ideas. Then we'll turn the tables and look at how **Accounting & Bookkeeping** and **Paying Taxes** can keep your business legal.

In **Session 6**, we'll tie all your hard work together by planning for your future. We'll examine the sometimes intimidating, but always useful, task of **Writing a Business Plan**. You'll also get to ask questions of successful local artists, as they share their advice **From the Trenches**. To wrap it up, we'll have a **Group Discussion** to talk about what we've learned, to say our goodbyes and to prepare for those next steps you're ready to take.

In just three days, you've started the transformation ... you're becoming an Artist as an Entrepreneur!