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Art Business Start-up Checklist

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Check-list

ART BUSINESS START-UP

READY TO START YOUR ART BUSINESS?

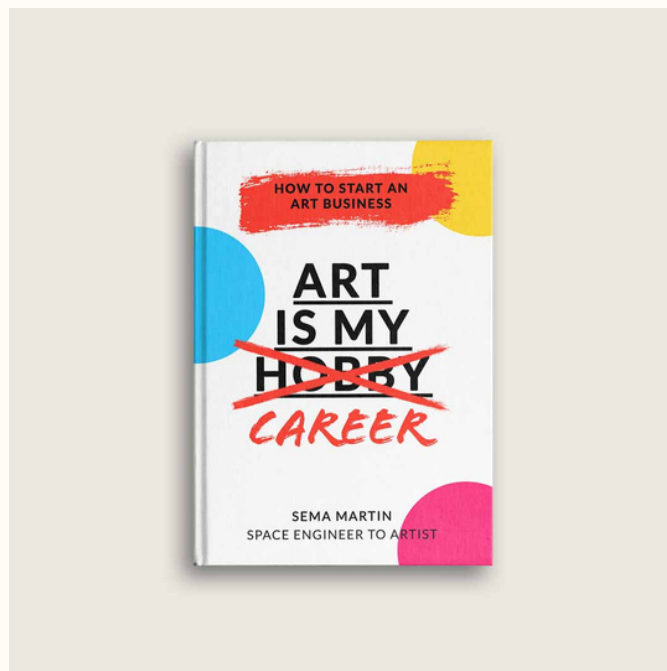
In the following start-up checklist are the very basics you need to get going on your art career.

How and when you do them need to be carefully thought out. Don't rush each task but also there is no reason to delay so get started now.

This checklist is split into three categories to make it as easy as possible for you to get started:

- 1 . Getting started
- 2 . Accounting & Finance
- 3 . Marketing & Sales

You can read more detail about each task in the book '[Art Is My Career – How to Start an Art Business](#)'. You can get a copy of the paperback through Amazon or the Hardback through the link.



Check-list

ART BUSINESS START-UP

GETTING STARTED

- Choose a business name that is descriptive of you and your business.
- Register your business as a limited company or register as a sole trader (details will vary dependent on your country)
- Write up a simple business plan
- Write a list of short - term goals for your business
- Write your business vision statement
- What is your niche? Identify the unique selling point (USP) of your business.
- Set up your office/studio space either at home or elsewhere, away from distraction.

Check-list

ART BUSINESS START-UP

ACCOUNTING & FINANCE

- Open a business bank account
- Create a filing system for invoices/ expenses
- Sign up to a secure payment service such as PayPal or square to safely receive payments from customers .
- Create receipts or invoices to give to your customers.
- Use the '**Pricing Calculator Tool**' on artismycareer.com to set prices for your work.

For help and guidance on each of these tasks, refer to Chapter 8, page 148 of '[Art is my career - How to start an art business](#)'.

Check-list

ART BUSINESS START-UP

MARKETING & SALES

● Write Your story – how do you describe your art and your business?

● Decide on your branding colours, fonts and fill out the branding guidelines document to help keep your brand consistent.

● Design a logo

● Get a professional email address

● Get a domain name

● Build a Website (see page 86 for available websites builders with pros and cons)

● Choose a social media handle name (make sure it's not already taken!)

● Create social media accounts e.g Instagram) see page 100 to learn how to set up the perfect profile)

● Join/follow relevant groups/pages

● Start creating content online and engaging with potential customers

● Design and create business cards, flyers and other marketing materials for your business.

● Design packaging labels .

Check-list

ART BUSINESS START-UP

THE END

I hope this checklist made starting your career a little less scary!

We wish you every success with your business and remember if you need any more help you can get the book, ask your questions in our exclusive [Facebook community group](#), and follow us on [Instagram](#).

We hope you are enjoying your eBook of Art Is My Career but if you need a physical copy you can click the image below.

Good Luck!

