



Strategic Plan for Your Art/Design Businesses

This exercise will allow you to organize your thoughts and assist in determining where your individual needs are.

Type of Art or Design business: This is where you clearly identify the artistic area you specialize in for business (e.g. Illustrator, Freelance Designer, Independent Comic Artist, Portrait Artist, etc.) _____

My relevant experience:

Briefly communicate what qualifies you to have people pay you for what you design or create_(e.g. 7 years as a freelancer, B.A. in Graphic Design and Illustration, Certified Web Designer, etc)_____

Who will be the customer?

No matter what, not everyone will be your customer. There is a certain demographic that is MOST LIKELY to do business with you as an artist or designer. They live, work, and shop a certain way. Out of the last 10 people that have done business with you: How many were Male/Female? How many were ages 18-24? 25-35? How many were local? Online? How many annually earned \$25k-\$35k? How many earned \$50k annually or above, etc.

Who will be the competition?

Who is your target client doing business with or buying from now instead of you? Why? Is the competition simply other places that their spending their money and not on art or design at all? _____

What makes my Art or Design business different from the competition? Is it the fact that you do business online and that they are local? Is it that you come to their location for their convenience, is it that you are a certified designer? _____



Estimated start-up costs: Remember to list art and design supplies, studio or design space, business cards, internet hosting, etc. _____

Estimated monthly operating expenses (rent, utilities, copies, travel, etc.)_What monthly costs or bills do you project? Internet hosting fees, studio rent, etc. _____

Estimated monthly sales: The most important number! How much is your average sale per customer? How many customers would you project having per month or week? What does that look like in sales per month or week? Does that cover your expenses (including your time)? _____

How will you finance your Art or Design business? How much will come out of your own pocket? Is any needed from family and friends? Do your expenses warrant seeking a loan? _____

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