

# ***The Business of Being an Artist***

## **Virtual Workshop Series**

PRESENTED BY



## **2023 – 2024 | Recorded Workshops**

### **Every Artist Insured: Understanding Your Options in New Jersey**

- Led by Renata Marinaro, National Director of Health Services for the Entertainment Community Fund, this webinar will give you clear, step-by-step guidance on what all your insurance options are and how to get the most affordable coverage to fit your needs. You'll learn about Affordable Care Act plans, Medicaid, COBRA, and how to get discounted care if you're uninsured. Find out how to estimate variable/sporadic income and see if you're eligible for free insurance or expanded subsidies to reduce your premiums. This is an excellent opportunity for unbiased, comprehensive information from an experienced health insurance navigator.

### **Business Essentials and Knowing Your Resources**

- This workshop is designed to give artists the essential business knowledge and resources they need to succeed. Participants will learn about the importance of operating like a business, how to write a business plan, and the various business structures available. They will also be introduced to a variety of small business resources in New Jersey.
  - Understand the importance of operating like a business as an artist
  - Learn the basics of writing a business plan
  - Explore different business structures and choose the one that is right for you
  - Identify and access small business resources in New Jersey

### **Financial Literacy and Best Practices**

- This workshop is designed to provide artists with the financial knowledge and skills to manage their businesses effectively. Participants will learn to track their business expenses and income, use QuickBooks or Intuit to manage their finances, price their work appropriately, and do taxes.

- Learn how to track your business expenses and income
- Get a hands-on tutorial on using Quick Books or Intuit
- Learn how to price your work appropriately
- Understand the basics of doing your taxes for your arts business

### Digital Marketing and Artistic Branding for Artists

- This workshop was designed for both artists and teaching artists eager to bolster their professional presence. It's a deep dive into artistic branding, practical digital marketing strategies, and the art of effective networking and collaboration to carve out lucrative opportunities.

## **2024 – 2025 | Recorded Workshops**

### Wellness for Artists

- When you are thinking about the vitality of your artistic business, it can sometimes be easy to forget the importance of your business' most valued asset: YOU! During this 60-minute webinar, we will learn about the pillars of health and wellness, while engaging with practical tips for managing stress and burnout. This webinar will provide a foundation of understanding one's own well-being, while actively engaging participants in a mindfulness practice.

### Crowdsourced Funding for Artists: A Holistic Approach for Artists

- Facilitated by filmmaker and crowdfunding expert Eileen Jerrett, this webinar provides a foundation for understanding current practices in crowdfunding creative projects from a holistic artist-centric perspective. This workshop covers everything from the basics of crowdfunding and essential tips for success to common pitfalls and strategies for mobilizing supporters. Learn how to create a compelling campaign page, leverage email outreach, and sustain momentum throughout your campaign.

### Writing for Artists: Crafting Artist Statements

- Artists statements, though often overlooked and undervalued components of the art making process, provide important context for artists' work. They can communicate a deeper sense of lifelong passions and inspirations, processes, choice of mediums, and the artist's desire to have appreciative audiences. They can fill in the gaps for the more abstract aspects of a creative approach or project. Artist statements can be artworks in and of themselves. In this workshop, led by NJ artist, paulA neves, we will discuss how to craft statements as calling cards that inform, engage, or entice audiences. Attendees will have the opportunity to consider how different artists have approached artist statements and respond to guided prompts to generate ideas for statements that complement current projects.

### Writing for Artists: Crafting Artist Proposals

- This workshop, led by Tracie Holder, will prepare you to put your best foot forward the next time you apply for a funding opportunity. The session will help attendees gain confidence in fundraising and proposal writing abilities by providing a solid road map to begin the process. One key goal of this workshop is for participants to learn how to incorporate proposal writing into their artistic practice, so it becomes an organic step in moving current and all future projects forward. We will review the specific components of a proposal, how to convey ideas visually, and strike a balance between the big, broad brushstroke ideas and small details that make your project come alive on the page. The most common mistakes made when writing grant applications – and how to avoid them will also be covered!