



## Ecommerce for Artists

*An integrated, modular curriculum developed collaboratively by CraftNet member schools and artists as an introductory guide to establishing an entrepreneurial Web presence. Created with the generous support of the Appalachian Regional Commission.*

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### MODULE 11: Look at the Whole Picture

#### **What else do I need to know about running a successful business?**

As you already have discovered, making your art is just one part of a whole, well integrated life. Creating art requires the development of a number of skill sets, in addition to the investment of many hours of work. Running a successful arts-based business *also* requires an investment of time and energy, in addition to becoming a part of your local community.

For many artists this might mean the need to develop a basic set of business skills; marketing, accounting, and management may be only a few. Acquiring such skills does not necessarily mean that you will need to do everything yourself. There aren't enough hours in the day for that, and the development of your art is, after all, the underlying key to your business success. However, knowing what has to be done and being able to ask questions about business functions are valuable assets.

A list of what you will need for running a successful business in art includes the following:

- Journal of observations about where you create your art, how it inspires you.
- Marketing plan.
- Business plan.
- Professional photographs of your work.
- Professional photographs of the process of making your art.
- Artist statement.
- Portfolio.
- Profile of your customer.
- Booth for use in professional shows.
- Press kit.
- Promotional materials (for example, business card, brochure).
- Bookkeeping system, software, and forms.
- Product list with wholesale and retail prices.
- Information about legalities.

- Display materials.
- Financial and tax information.