

# **The Business of Art**

How to Become a Successful Artist in Today's Market

## **Companion Workbook**

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## Welcome

This workbook is a practical companion to *The Business of Art: How to Become a Successful Artist in Today's Market*. It is designed to help you clarify your creative direction, define your value, and begin building a sustainable business around your work. Use these pages to think strategically, write honestly, and turn insight into action.

## Section 1: Artistic Identity & Vision

- How would you describe your artistic voice and style?
- What themes, questions, or emotions consistently appear in your work?
- What kind of career do you want as an artist (exhibitions, collectors, licensing, teaching, collaborations, etc.)?
- Where do you want to be creatively and financially in three years?
- What would success as an artist truly look like for you?

## Section 2: Defining Your Value

- What makes your work different from others in your field?
- What skills, training, or life experiences strengthen your artistic perspective?
- Who benefits most from your work and why?
- What emotional, cultural, or practical value does your art provide?
- Write a short value statement for your work.

## Section 3: Pricing & Sustainability

- What income do you currently earn from your art?
- What income would allow you to sustain and grow your practice?
- What are you currently charging and what is that based on?
- What fears or beliefs influence how you price your work?

- What would a healthy, professional pricing structure look like?

## **Section 4: Audience & Market Positioning**

- Who is most likely to deeply connect with your work?
- Where do these people currently discover art?
- How do you introduce yourself and your work right now?
- What story are you telling about your practice?
- How could you communicate your work more clearly and professionally?

## **Section 5: Professional Foundations**

- Do you currently have a website, portfolio, mailing list, and documentation system?
- Which professional tools are missing or outdated?
- What systems would save you time and increase income?
- Who are potential collaborators, galleries, or platforms aligned with your work?
- What one professional upgrade would most impact your career?

## **Section 6: Strategic Action Plan**

- What is your main artistic or business goal for the next six months?
- What are the three most important actions to support that goal?
- What resources, knowledge, or support do you need?
- What obstacles might arise and how will you handle them?
- How will you track progress and success?

## **Closing Reflection**

Successful artistic careers are not built by accident. They are built through clarity, consistency, and informed decision-making. Return to this workbook often. As your work evolves, your business should evolve with it.