

## WORK OF ART: BUSINESS SKILLS FOR ARTISTS - EXTENDED RESOURCES

Researched and Compiled by Alison Bergblom Johnson

*Note: If a link doesn't seem to work by clicking, copy and paste the link into your browser.*

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To download the sections of the full Work of Art curriculum:

<https://springboardforthearts.org/professional-growth/work-of-art-program/>

For info about Springboard for the Arts Artist Career Consultations:

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## Career Planning

OCAD, Toronto, Career Planning

<https://ocadu.libguides.com/career>

Artdex The Complete Guide On How To Pursue An Art Career

<https://www.artdex.com/the-complete-guide-on-how-to-pursue-an-art-career/>

Beyond the Studio Podcast

<https://beyondthe.studio/>

Beyond the Studio Podcast, Katie Pumphrey talks Connecting with Collectors, Experimenting In and Out of the Studio, and Diving in Head First

<https://beyondthe.studio/episode/katie-pumphrey>

Beyond the Studio Podcast, Jean Shin talks Representation, Expanding Community, and the Importance of Self-Advocacy <https://beyondthe.studio/episode/jean-shin>

The Creative Independent, On how goals and expectations change along with you

<https://thecreativeindependent.com/people/musician-and-educator-king-britt-on-how-goals-and-expectations-change-along-with-you/>

Creative Capital, The Art of Goal-Setting: Susan Koblin Schear on Sticking to Your Values

<https://creative-capital.org/2016/03/31/art-goal-setting-susan-koblin-shear-sticking-values/>

The Creative Independent, On building a career through word of mouth: Vagabond discusses her transition from amateur to professional musician and other topics

<https://thecreativeindependent.com/people/vagabond-on-building-a-career-through-word-of-mouth/>

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## Time Management

Milan Art Institute, 5 Proven Time Management Principles to Help You Build Your Art Career

<https://www.milanartinstitute.com/blog/time-management-for-artists>

The Leader Boy, A Quick Guide For Time Management For Artist

<https://theleaderboy.com/time-management-for-artist/>

Grand Canyon University, Good Time Management Skills for the Dancer

<https://www.gcu.edu/blog/performing-arts-digital-arts/good-time-management-skills-dancer>

Valencia College, The Performance Major's Survival Manual: Part 1 - Time Management

<https://libguides.valenciacollege.edu/c.php?g=430495&p=2937428>

GYST, Time Management & Organization

<https://www.gyst-ink.com/time-management-organization>

Beyond the Studio Podcast, Nicole Mueller talks Time Management, Residencies, and "Cold Calling"

<https://beyondthe.studio/episode/nicole-mueller>

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## Portfolio Kit

### Resume and CVs

College Art Association, Visual Artist Résumé: Recommended Conventions

<https://www.collegeart.org/standards-and-guidelines/guidelines/resume>

Artplacer, How to Write an Artist's Resume that Stands Out

<https://www.artplacer.com/how-to-write-an-artists-resume-that-stands-out/>

ArtProf, How to Write an Artist CV & Resume (includes video)

<https://artprof.org/art-school/bfa-programs-art-school/how-to-write-an-artist-cv-resume/>

### Bios

Dark Yellow Dot, How to Write an Artist Bio

<https://canvas.conceptionarts.com/how-to-write-artist-bio/>

### Work Samples

Best Practices for Artist Work Samples

<https://creative-capital.org/2013/02/04/a-page-from-our-handbook-part-3-work-samples/>

MICA, How to Document Your Work at Home with Jill Fannon

<https://www.youtube.com/watch?v=rnO9mmB1gGA>

Creative Capital, Be the Advocate Your Art Deserves: 4 Ways to Better Document Your Work

<https://creative-capital.org/2016/10/06/advocate-art-deserves-4-ways-better-document-work/>

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## Artist Statements

How to Write About Your Art

<https://www.callforentries.com/pages/how-to-write-about-your-art.html>

University of North Carolina School of the Arts, How to Write an Artistic Statement (with links to examples)

<https://www.uncsa.edu/admissions/how-to-write-an-artistic-statement/index.aspx>

The Creative Independent, How to Write an Artist Statement

<https://thecreativeindependent.com/guides/how-to-write-an-artist-statement/>

GYST, Artist Statements Guidelines

<https://www.gyst-ink.com/artist-statement-guidelines>

SAIC School of the Art Institute of Chicago, How do I Write Successfully About My Art Practice

[https://www.saic.edu/sites/default/files/Artist Statement.pdf](https://www.saic.edu/sites/default/files/Artist%20Statement.pdf)

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## Marketing

Case Study: Product Differentiation in the Arts

<https://blogs.uoregon.edu/bogden/2014/02/10/test/>

The Frugal Crafter: The 4 Ps of Marketing your Crafts

<https://thefrugalcrafter.wordpress.com/2015/05/31/the-4-ps-of-marketing-your-crafts/>

Professional Artist Magazine Create a Marketing and Communications Budget for your Art Business

<https://professionalartistmag.com/create-marketing-and-communications-budget-your-art/>

U.S. Census Statistics on Business and Economy

<https://www.census.gov/topics/business-economy.html>

## Social Media

Creative Capital, Social Media Best Practices

<https://creative-capital.org/2021/04/21/social-media-best-practices-for-artists/>

Asana, Your Six Step Guide to Creating and Managing a Social Media Calendar

<https://asana.com/resources/social-media-content-calendar>

Fractured Atlas, Social Media Basics for Artists

<https://blog.fracturedatlas.org/social-media-basics-for-artists>

## Target Marketing

TextileArtist.org, Finding an Audience for your Art

<https://www.textileartist.org/finding-an-audience-for-your-art/>

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Creative Resources, How to Identify your Target Market

<https://creativeresources.threadless.com/how-to-identify-your-target-market/>

Beyond the Studio (podcast): Rachael Hulme talks Marketing, Finding Your Audience, and the Importance of Research

<https://beyondthe.studio/episode/rachael-hulme>

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## Promotions

Arts Management Network, How to be More Efficient in Communicating

<https://www.artsmanagement.net/Articles/Originally-non-English-contribution-How-to-be-more-efficient-in-communicating-with-arts-audiences,3860>

Fractured Atlas, How to Pitch Yourself: 8 Tips for Artists

<https://blog.fracturedatlas.org/pitching-for-artists>

Caleigh Bird Art, Elevator Pitch for Artists (who want to sound good)(video)

<https://www.youtube.com/watch?v=sgbhgAgmDAA>

Strachan, Tone of Voice and Brand Guidelines

<https://alistrachan.com/tone-of-voice-brand-guidelines/>

Creative Capital, Best Practices for Effective Emails

<https://creative-capital.org/2016/11/30/internet-for-artists-best-practices-for-effective-emails/>

## Press Releases

The Creative Independent, How to get press for your creative work

<https://thecreativeindependent.com/guides/how-to-get-press-for-your-creative-work/>

Art Business: How to Write Art, Artist & Gallery Press Releases, Announcements, Newsletters, Updates

<https://www.artbusiness.com/art-artist-how-to-write-a-newsletter-press-release.html>

Prowly, How to Write a Press Release [The Guide + Expert Comments]

<https://prowly.com/magazine/how-to-write-press-release-guide/>

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Otter PR, How to Build a Media List that Works

<https://otterpr.com/how-to-build-a-media-list-that-works/>

Creative Capital, Tell a Good Story: Sascha Freudenheim & Alina Sumajin on Public Relations

<https://creative-capital.org/2016/04/28/tell-good-story-sascha-freudenheim-alina-sumajin-public-relations/>

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## Pricing

Empty Easel, 8 Smart Pricing Strategies Every Artist Should Consider, [includes video]

<https://emptyeasel.com/2011/10/18/8-smart-pricing-strategies-every-artist-should-consider/>

The Creative Independent, How to turn your art practice into a business

*(See especially section "Pricing your Goods")*

<https://thecreativeindependent.com/guides/how-to-start-a-business-from-your-art/>

Art Marketing News, The Psychology of Pricing Art

<https://artmarketingnews.com/the-psychology-of-pricing-art/>

Make Big Art, Psychological Pricing

<https://www.makebigart.com/psychological-pricing/>

Kaylah Creative (video), How to Price Your Art / Digital Commissions / Advice for Beginners from a Full-time Artist

<https://youtu.be/1cx2CETIaFg>

Maria Brophy, Art Business Consultant, Five Steps to Closing a Deal

*(focuses on sales strategy)*

<https://mariabrophy.com/business-of-art/five-steps-to-closing-a-deal-artists-trade-show-follow-up.html>

Changing Minds: Weber's Law in Pricing

[http://changingminds.org/disciplines/marketing/pricing/webers\\_law.htm](http://changingminds.org/disciplines/marketing/pricing/webers_law.htm)

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## Recordkeeping

GYST: Bookkeeping Checklist for Artists

<https://www.gyst-ink.com/news/2016/8/8/bookkeeping-checklist-for-artists>

Beyond the Studio Podcast, Visualizing your Finances

<https://beyondthe.studio/episode/amanda-nicole-talk-visualizing-your-finances>

Worthwhile Magazine, 10 Steps for Cataloging Your Collections

*(Aimed at Art Patrons, but useful for artists)*

<https://www.worthwhile-magazine.com/articles/10-steps-for-cataloging-your-collectibles>

Joan Mitchell Foundation, Estate Planning for Visual Artists

<https://www.joanmitchellfoundation.org/estate-planning-for-visual-artists>

Creative Capital, Making a Project or Annual Budget

<https://creative-capital.org/2015/02/12/page-handbook-goes-project-annual-budget/>

Marcie Atkins, Making Time to Write Monday: Organize your Writing Life #5, Keeping Track of Submissions

<https://www.marcieatkins.com/2013/03/11/making-time-to-write-monday-organize-your-writing-life-5-keeping-track-of-submissions/>

Artists Network, Art Studio Organization

<https://www.artistsnetwork.com/art-techniques/art-studio-organization-11-tips-from-professional-artists/>

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## Legal Considerations

For help with legal issues artists face, Springboard runs the Minnesota Volunteer Lawyers for the Arts chapter

<https://springboardforthearts.org/resources-access/legal-assistance/>

Lawyers for the Creative Arts, National Volunteer Lawyers for the Arts Directory,

<https://law-arts.org/national-vla-directory>

Creative Capital, Know Your Rights: A Tool for Artists

<https://creative-capital.org/2016/08/25/know-rights-tool-artists/>

Mental Floss, When Tom Waits Sued Frito Lay over a Doritos Ad

*(relates to publicity rights)*

<https://www.mentalfloss.com/article/79648/when-tom-waits-sued-frito-lay-over-doritos-ad>

Hollywood Reporter, 'Back to the Future II' from a legal perspective: Unintentionally Visionary, The inside story of Crispin Glover's lawsuit over George McFly: Was an actor hired to mimic another actor playing a character?

<https://www.hollywoodreporter.com/business/business-news/back-future-ii-a-legal-833705/>

The Bad Art Friend, New York Times Story about two writers, plagiarism, fair use, and rancor

<https://www.nytimes.com/2021/10/05/magazine/dorland-v-larson>

Nolo.com, The 'Fair Use' Rule: When Use of Copyrighted Material is Acceptable

<https://www.nolo.com/legal-encyclopedia/fair-use-rule-copyright-material-30100.html> - see especially section on Gerald Ford's memoirs

Authors Guild Resources

<https://www.authorsguild.org/member-services/legal-services/>

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AIGA

<https://www.aiga.org/resources/business-freelance-resources>

Springboard for the Arts, Principles for Ethical Cancellation

<https://springboardforthearts.org/stories-writing/principles-for-ethical-cancellation/>

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## Business Structure Basics

The Hell Yeah Group, How “Legalizing” Your Business Will Save You Money

<https://thehellyeahgroup.com/blog/legalizing-saves-money>

MN Department of Employment and Economic Development

<https://mn.gov/deed/business/starting-business/organizing/choosing.jsp>

MN Department of Revenue, Sales and Use Tax

<https://www.revenue.state.mn.us/sales-and-use-tax>

The Balance, How the IRS Decides if Your Hobby is a Real Business

<https://www.thebalancemoney.com/is-this-business-for-real-or-is-it-a-hobby-397675>

New York Times, Tax court ruling is seen as a victory for artists

<https://www.nytimes.com/2014/10/07/arts/design/tax-court-ruling-is-seen-as-a-victory-for-artists>

GYST, a handbook for Artists, Starting a Business Basics

<https://www.gyst-ink.com/starting-a-business-basics>

## Copyright Essentials

U.S. Federal Government Copyright Office, numerous resources about how to file for copyright and how copyright works

<https://copyright.gov>

Creative Commons

<https://creativecommons.org/>

Wikipedia, List of films in the public domain (and how this might be more complicated)

[https://en.wikipedia.org/wiki/List\\_of\\_films\\_in\\_the\\_public\\_domain\\_in\\_the\\_United\\_States](https://en.wikipedia.org/wiki/List_of_films_in_the_public_domain_in_the_United_States)

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Stanford Law School, Center for Internet and Society, Resources and case studies on fair use: A Fair(y) Use Tale <https://cyberlaw.stanford.edu/blog/2007/03/fairy-use-tale>

Upcounsel, DMCA Notice: Everything You Need to Know  
<https://www.upcounsel.com/dmca-notice>

Format, The Ultimate Guide to Photo Release Forms  
<https://www.format.com/magazine/resources/photography/photo-release-forms>

Artists Rights, Copyright and Fair Use Generally  
<http://www.artistsrights.info/general>

Graphic Artists Guild, Katie Lane's Low-down on Work-for-Hire versus Assigning Your Copyrights  
<https://graphicartistsguild.org/katie-lanes-low-down-on-work-for-hire-versus-assigning-your-copyrights/>

Artsy, Laura Gilbert, Why the Visual Rights Act is Failing  
<https://www.artsy.net/article/artsy-editorial-why-the-visual-artists-rights-act-is-failing-to-protect-street-art-and-murals>

An example of a (Canadian) moral rights case, Wikipedia, Snow v Eaton Centre Ltd  
[https://en.wikipedia.org/wiki/Snow\\_v\\_Eaton\\_Centre\\_Ltd](https://en.wikipedia.org/wiki/Snow_v_Eaton_Centre_Ltd)

## Trademarks

United States Patent and Trademark Office  
*(offers many resources to better understand trademarks)*  
<https://www.uspto.gov/>

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United States Patent and Trademark Office, Musicians and Artists Profile, Covers a variety of relevant topics to musicians and artists, differentiates copyrights

<https://www.uspto.gov/learning-and-resources/ip-policy/musicians-and-artists-profile>

Michael E. Kond, Taylor Swift Trademarks, a Complete Guide  
(includes discussion of strategy)

<https://www.mekiplaw.com/taylor-swift-trademarks-explained/>

Romano Law, Should Musicians Register their Trademarks?

<https://www.romanolaw.com/2022/12/29/should-musicians-register-their-trademarks/>

Artrepreneur, Should an Artist Trademark Their Name?

<https://artrepreneur.com/journal/trademark-name/>

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## Funding

Creative Capital (video), Alternative Models for Artist Sustainability in a COVID Economy and Beyond

<https://creative-capital.org/2020/09/23/alternative-models-for-artist-sustainability-in-a-covid-economy-and-beyond/>

The Artist's Contract, Retained Value to Benefit a Charitable Organization

<https://artistcontract.org>

Creative Capital, Determining Your Artist Fee

<https://creative-capital.org/2016/01/25/determining-your-artist-fee/>

NYU Faculty page for Amy Whitaker, links to her scholarship on arts and economies

<https://steinhardt.nyu.edu/people/amy-whitaker>

Beyond the Studio Podcast, Amy Whitaker talks Using Business as a Tool, Building Equity in the Arts, and Re-Inventing the Art Market

*(Includes many resource links)*

<https://beyondthe.studio/episode/amy-whitaker>

## Fiscal Sponsorship

Springboard for the Arts, Incubator

<https://springboardforthearts.org/grants-funding/incubator/>

Fractured Atlas, What is Fiscal Sponsorship?

<https://www.fracturedatlas.org/fiscal-sponsorship>

The Foundation Group, What is a Fiscal Sponsorship?

<https://www.501c3.org/what-is-a-fiscal-sponsor/>

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## Funding Models Examples

CSA: Community Supported Art, Springboard for the Arts

<https://springboardforthearts.org/jobs-opportunities/csa-community-supported-art/>

Wants for Sale

<https://www.justingignac.com/wants>

Slow Money, 0% loans in agriculture

<https://slowmoney.org/>

FEAST

<https://smartmuseum.uchicago.edu/exhibitions/feast/>

Berkshares, an example of Community Currency

<https://berkshares.org/>

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## Grant Writing

### Listings of Opportunities

Forecast Public Art, Artist Opportunities

*(many opportunities beyond Forecast, often Minnesota specific and public art focused)*

<https://forecastpublicart.org/artist-support/artist-opportunities/>

Springboard for the Arts, Grants for Individuals

*(most are Minnesota specific)*

<https://springboardforthearts.org/grants-funding/grant-resources/grants-for-individuals/>

MN Artists

*(Local - Minnesota, Regional - including other regions - and National Arts Opportunities across many disciplines)*

<https://mnartists.walkerart.org/opportunities>

Creative Capital

*(There is a new listing quarterly as a blog post; listings are heavy on national grants, fellowships, and residencies)*

<https://creative-capital.org/?s=opportunities>

New York Foundation for the Arts (NYFA) Classifieds, Opportunities

*(includes many calls for work for shows, residencies, and grants; focus is New York, but many national opportunities)*

<https://www.nyfa.org/opportunities/>

Creative Capital, How to Write a Compelling Letter of Interest

<https://creative-capital.org/2015/11/30/how-to-write-a-compelling-letter-of-interest/>

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Artists U, How to Have a Slightly Better Chance at Getting a MAP grant

<https://www.artistsu.org/blog/2014/6/2/how-to-have-a-slightly-better-chance-at-getting-a-map-grant>

Foundation Center, Grant Writing for Artists (video), Perfecting Your Proposal

<https://www.youtube.com/watch?v=DiRHKV93O1k>

Indy Arts Council, Tips for Writing Artist Grant Applications

<https://indyarts.org/artists/artist-resources/item/tips-for-writing-artist-grant-applications>

Maggie Mackenzie, Grant Writing 101 for Early Career Artists (video)

<https://www.youtube.com/watch?v=4osxXsl9nDk>

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## Business Plan Essentials

SCORE, Business Planning FAQ

<https://www.score.org/evansville/resource/article/business-planning-faq>

Artrepreneur, A Guide to Crafting an Impressive Artist Business Plan

<https://artrepreneur.com/journal/artist-business-plan-guide/>

Small Business Administration, Write Your Business Plan

*(SBA is a government agency)*

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Dougherty Arts Center, Artist Resource Center, Creating an Artist Business Plan

<https://www.austintexas.gov/sites/default/files/files/Parks/Dougherty/artistresourcecenter/Creating%20an%20Artist%20Business%20Plan.pdf>

The Working Artist, The One-Page Guide to Creating an Art Business Plan

<https://theworkingartist.com/creating-an-art-business-plan/>

Beyond the Studio (podcast), BTS x AWC - Patton Hindle talks Crowdfunding, Arts Advocacy, and Valuing Creative Labor

*(many resources in the link)*

<https://beyondthe.studio/episode/patton-hindle>

The Creative Independent, On Finishing What You've Started

*(Interview with Christina Oakley, includes comments on business planning)*

<https://thecreativeindependent.com/people/author-and-researcher-christina-oakley-harrington-on-finishing-what-youve-started/>

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To download the sections of the full Work of Art curriculum:

<https://springboardforthearts.org/professional-growth/work-of-art-program/>

For info about Springboard for the Arts Artist Career Consultations:

<https://springboardforthearts.org/professional-growth/career-consultations/artist-career-consultants/>

## Engaging Customers and Selling Your Work

Renee Phillips, 10 of the Best Sales Tips for Artists

<https://renee-phillips.com/10-of-the-best-sales-tips-for-artists/>

Empty Easel, Art Marketing Tips

(sales heavy)

<https://emptyeasel.com/art-business-advice/art-marketing-tips/>

Forbes, How to Sell Art Online and Make Money in 2023

<https://www.forbes.com/advisor/business/how-to-sell-art-online/>

Art Web, Selling Art at Artisan Markets, Tips

<https://blog.artweb.com/how-to/selling-art-artisan-markets-tips/>

Superfine Art Fair, 10 Tips For Emerging Artists, From An Artist Consultant

(the tips section towards the bottom is the best part of this article)

<https://www.superfine.world/blog-content/10-tips-for-emerging-artists-from-an-artist-consultant>

Beyond the Studio (podcast), Justin Anthony talks Business Fundamentals, Standing Out to Collectors, and Protecting the Legacy of Your Work

<https://beyondthestudiopodcast.libsyn.com/justin-anthony-talks-business-fundamentals-standing-out-to-collectors-and-protecting-the-legacy-of-your-work>

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## Website Basics for Artists/Artist Websites: Tips & Tricks

Don't fear the Internet, Jessica Hische and Russ Maschmeyer, Basic HTML & CSS for non-web Designers, Resources Page

<http://www.dontfeartheinternet.com/resources/>

Creative Capital, Best Practices for Your Artist Website

<https://creative-capital.org/2016/05/30/best-practices-artist-website/>

Creative Capital, Ideas for Blog Posts

<https://creative-capital.org/2016/09/08/internet-artists-ideas-effective-blog-posts/>

Creative Capital, Best Web Practices - Some of Our Favorite Artist Sites

<https://creative-capital.org/2016/06/09/best-web-practices-favorite-artist-sites/>

Concept Art Empire, How to Make Your Own Art Portfolio Website: A Step-by-Step Guide

<https://conceptartempire.com/make-an-art-portfolio-site/>

Anita Louise Art, Why Should An Artist Have A Website? 11 Reasons Artists Needs A Website

<https://anitalouiseart.com/11-reasons-every-artist-should-have-a-website/>

The Creative Independent, Darcie Wilder, with illustrations by Kurt Woerpel, How to Put Yourself Online

<https://thecreativeindependent.com/guides/how-to-put-yourself-online/>

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<https://springboardforthearts.org/professional-growth/career-consultations/artist-career-consultants/>



## Ready Go! Make Your Art Mobile

Springboard for the Arts, Ready Go Art, Mobile Arts Engagement Library and FAQ

<https://readygoart.com/>

Springboard for the Arts, Creative Exchange:

Ready Go Toolkit

<https://springboardexchange.org/ready-go-toolkit/>

Springboard for the Arts, Creative Exchange: Connecting Creative Practice to Healthcare through Ready Go tools at the People's Center Health Services

<https://springboardexchange.org/ready-go-at-peoples-center/>

Springboard for the Arts, Creative Exchange: Ready Go's mobile art projects capture attention and engage the community

<https://springboardexchange.org/ready-go-feature/>

Outdoor Art Consortium, Without Walls, Practical tips on pricing for creation and touring of outdoor shows

<https://youtu.be/ieemxGT4WY0>

Case Study, Creative Capital, Sheryl Oring Will Help You Write a Letter to a Presidential Candidate, April 19, 2016

<https://creative-capital.org/2016/04/13/want-write-letter-presidential-candidate-interview-sheryl-oring/>

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