

SunDust Gallery

"Business Planning for Artists"

General Class Information

Instructor: Colleen Miniuk-Sperry
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(480) 726-7961

Date & Time: 6-10 pm on Thursday, February 25, 2010

Location: The SunDust Gallery on 48 West Main Street, Suite 100 in Mesa, AZ

Cost: \$95/student, maximum 25 students

Class Goal: Students will learn how to successfully and efficiently achieve their business goals by building a quick and easy business plan for their art business. Through hands-on classroom instruction and activities, students leave the class with a first draft business plan created for their business.

Class Description: When you run your own business, as most artists do, it's easy to get overwhelmed, distracted, and even lost as to what you need to do to be successful in your industry and in your career. There seems to be so much to do with so much variety and with so little time. Where do you start?

Do you:

- Ever wonder what you should be doing to get to the next step?
- Feel like you're always working towards the next step but never seem to get there?
- Have a good idea of where you want to be, but don't know how to get there?
- Feel disorganized and scattered?
- Do things just to try to stay busy?
- Have a lot of ideas of what you should be doing for the business, but never get them completed?

If you've said "yes" to any or all of the above questions, then developing a business plan could help you be more successful and efficient in your business! Join us for a 4-hour instruction intensive, hands-on class where we explore techniques for creating an actionable business plan to help you achieve your business goals.

Class Prerequisite: None; anyone wanting to launch an artistic career, just starting out on their artistic career, or struggling in today's tough economy will benefit from the class.

Equipment Needed for Class:

- Pen or pencil
- Paper or notebook

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Class Itinerary

<u>Approx. Time</u>	<u>Topic</u>
6:00 – 6:15 pm	What is a business plan and why you need one We're not talking the traditional, time intensive, inflexible business plan here. Let Colleen introduce you to a quick-and-easy 2 page business plan that can serve as a tactical "trail guide" to show us how to get from point A to B, no matter what your business goals are.
6:15 – 6:45 pm	Who Am I as an Artist? Class Activity: Understanding Why You Are an Artist Discover how defining why you are an artist and understanding your specific niche helps narrow your focus during business planning efforts.
6:45 – 7:30 pm	Achievable Business Goals Class Activity: Creating SMART Goals Applying the "SMART" technique gives you the best chance possible of achieving even your most aggressive business goals.
7:30 – 7:40 pm	Break
7:40 – 9:00 pm	Backwards Planning Introduction Class Activity: Backwards Planning Using the backwards planning technique helps us define <u>exactly</u> what we need to do in a step-by-step manner to achieve our business goals.
9:00 - 9:30 pm	So Much Work, Where Do I Start? Class Activity: Prioritizing the Work Learn tips and tricks for getting a prioritized list of goals and tasks so you always know what to work on next to move your business forward.
9:30 –10:00 pm	Managing and Updating your Business Plan As your industry, opportunities, and priorities change, so will your business plan. Hear how reviewing your business plan frequently can assure your business is agile and adaptable to the changes you might encounter.