



The Business of Art

Turning creativity into a sustainable livelihood

What does **success** look like for you **as an artist**?

Talent isn't enough.



Most artists struggle not with art, but with business.

Only ~20% of artists report earning most of their income from their art.”

What's your biggest barrier, money, time, or visibility?

You are both artist + entrepreneur.

Think of yourself as a *business owner* first.



**Have you defined your
mission as clearly as
your medium?**



Setting Goals That Work

Clarity beats hustle.

- Define short-term & long-term goals.
For Example: Sell 10 pieces this year; secure gallery show; launch website.
- **Question:** *What's one specific business goal for your art in the next 6 months?*



Managing Resources: Time, money, energy.

Budget for materials, track your hours, reinvest profits.

Inputs → Outputs → Profits

Do you know the cost to create one piece of your work?



Find your market, tell your story.

Positioning Your Work

Southside
Community Center

Who buys your art? What problem does it solve?
beauty, meaning, memory, status?

If your art could speak, what would it say about who it's for?

Branding & Visibility

Make it easy for people to find & trust you.



Website, social media presence, professional photos of work.
“60% of buyers discover artists online before meeting them.”
Where do your buyers already spend time?



Networking → Referrals, Partnerships, Joint Shows.

Collaboration creates growth.

Who could you collaborate with this year?

From inspiration to execution.

Write down 3 business goals

Calculate the cost of 1 piece of work

Identify your top buyer persona

Connect with 1 new creative peer this month

You Don't Have to Do It Alone

There is a community that's ready to help you move forward. A network of entrepreneurs working to level the playing field for underrepresented business owners.



We Are **Business Leaders Of Colors**

Our mission: Help businesses grow stronger, together.

What we can help with:

Starting & running your business

Strategy & planning

Access to resources & funding guidance

Building your web & social presence

A network of peers and mentors



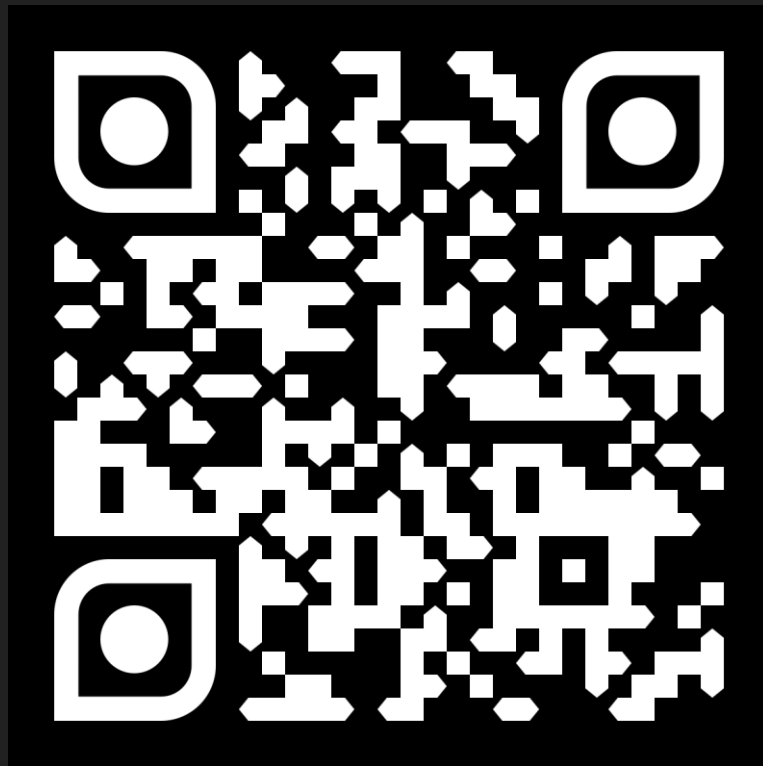
Ways you can connect with BLOC

Become a member - Attend events & workshops - Access resources & mentorship - Join our community conversations



BUSINESS LEADERS OF COLORS

Together, we create economic power and opportunity.



www.businessleadersofcolors.com



Your questions, your journey.

Let's talk