

USE THIS SIMPLE TO DO LIST TO KICK START THE PROMOTION OF YOUR ART BUSINESS

- Design and print business cards and flyers, and distribute them around your local area.
- Write and send one press release and send it to relevant journalists.
- Draw up a calendar of 5 events you can attend to network and spread the word about your art.
- Ask all of your existing customers for reviews and share them with your followers.
- Audit your social media accounts, make sure your profile and your posts are as good as they can be.
- Make and share a video showing people your creative process.
- Write an authoritative article about your art and share in on your website and on social media
- Run a competition for your followers
- Find an influencer to collaborate with
- Write down the strengths and weaknesses of your brand, thinking about everything from design

For more helpful tips check out the book 'Art is my career- How to start an art business' available now on Amazon and artismycareer.com

