

## Checklist Of The Skills A Professional Artist Needs

You might be surprised just how many skills it takes to become a professional artist. Here is a checklist that you can refer to. This will allow you to see what areas you need help with, things you might not have thought of yet and whom you might need to get help from.

1. Are you a proficient painter/sculptor etc. in your chosen medium/s and painting style, or do you need to upskill in some of the technical areas of your craft?
2. Are you able to produce work consistently all year long? Around 20-30 works a year, depending on the size and complexity of course?
3. Can you paint consistently within your style? Do you have a recognisable artistic fingerprint or style? You need something that is unique about your work. Eg there are millions of landscape painters out there - does your work look like many others?
4. You are running a business - do you have the following biz skills?
  - a. What is your cash flow like? Do you have another form of income until your painting sales can support you?
  - b. Can you handle the financial side of things?
    - # At times you will need an accountant or a lawyer
  - c. Have you got your public liability and other insurances?
  - d. Do you know how to package your work properly for Shipping?
  - e. Do you have systems in place for
    - #Tracking painting inventory
    - # Tracking studio inventory
  - f. Do you know how to price your work accurately?
  - g. How are your Marketing skills - these include things like
    - # Having an easy to navigate, user-friendly website.
    - # Do you have a good level of social media interaction?
    - # Are you on Instagram, Facebook, Twitter or other Social Media?

# Networking - with galleries & prospective collectors.

# Do you have a marketing plan?

6. Do you have any strategies in place for coping with those times when you don't feel creative?

7. Do you have strategies for dealing with rejection? How do you handle not selling, not getting into a gallery or being selected for an art prize?

8. How good are you at finishing a piece of art - do you find it easy to begin but then find that seeing it through to the end is difficult?

9. How well do you deal with risk? In all creative work, there's an element of risk... the first is daring to try something new, which doesn't always work out... the second is daring to finish.

10. Do you have trouble deciding when a work is finished?

11. Do you have a support system in place other than family and friends, who may not understand the challenges you face? [Well you do now you have joined this group :) ]

12. Do you like being your own boss? Do you have the discipline to work consistently in the studio, and at the marketing side of your biz too?

Thank you once again, I hope you enjoy the journey and encourage you to participate in the group conversations.