



1. Define Your Why

About Page

Purpose

Portfolio

Don't include everything you've ever done. If you are all over the place in terms of work and styles, it will confuse a client or collector. And as they say, "a confused mind does nothing."

Before you go off promoting your work, you want to be clear what art or related service you want to tell potential buyer's about, be sure your portfolio represents that.

Do you want to provide art related services to secure more work as a freelancer or employee?

Do you want display work that will help you get into an exhibition, secure a grant for your work or promote a special project?

Sell series of original works.

Whatever it is you choose to display, be sure that the body of work is in line with your creative ambition and goals.

2. Website

Video and audio

Lead capture

Blogs

Keywords

Shopping cart/ecommerce solutions

3. Unique Positioning- Playing a Bigger Game.

4. Finding clients

5. Have systems in place for your creative business.

6. Pricing and Money Mindset

Framework For Creative Business Success