

VANESSA
souli
arts manager

A - TO - Z
COACHING
PROGRAMME



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'A-to-Z Artist Coaching' Programme

Total cost of course: 799 €

10 weeks - 10 topics - 10 sessions

20 Hours of live intensive training (1 x Week)

+ 2 hours of e-mail support!
+ Goodie Bag full of business tips!!

Week 1

Duration 2 hours

MODULE 1 INTRODUCTION

- a. Getting to know each other
- b. Setting your goals
- c. Defining your needs
- d. Organising priorities

Week 2

Duration 2 hours

MODULE 2 STARTING WITH THE BASICS FINDING YOUR USP

- a. Discovering your special art
- b. Writing a statement
- c. Creating a portfolio
- d. Interview (extra cost)

Week 3

Duration 2 hours

MODULE 3 DEVELOPING A NEW MIND- SET AROUND YOUR CAREER

- a. How the art-world works: an Introduction
- b. Artists: the holders of creativity
- c. (Offline) Self-presentation:
Get out of the atelier!
- d. The B-word: Doing business like an artist

Week 4

Duration 2 hours

**MODULE 4 AUDIENCE DEVELOPMENT:
FINDING YOUR AUDIENCE**

- a. Why do artists need audiences?
- b. Knowing your clients
- c. Building a network
- d. Reaching out to clients

Week 5

Duration 2 hours

**MODULE 5 ONLINE PRESENCE:
GAINING ATTENTION BY
CURATORS**

- a. Online Presence
- b. Website
- c. Tips for more attention
- d. Finding key people
- e. Building value on interactions

Week 6

Duration 2 hours

MODULE 6 SOCIAL MEDIA STRATEGY

- a. Social media: Strengths and Weaknesses
- b. How do I get noticed?
- c. Multi-channel distribution of content
- d. Automation tools

Week 7

Duration 2 hours

**MODULE 7 CREATING & ORGANISING
YOUR OWN SHOWS**

- a. Starting with a concept
- b. Finding the right place
- c. Organising on a low budget
- d. Curating smart

Week 8

Duration 2 hours

MODULE 8 MEDIA RELATIONS & PR

- a. Creating a Press kit
- b. Writing a Press release
- c. Finding the right magazines
- d. Database & press list
- e. Writing about your work
- f. Get featured in magazines
(paid/unpaid)
- g. Contacting journalists
- h. Getting press for your work
- i. Keeping contacts alive

Week 9

Duration 2 hours

**MODULE 9 GETTING REPRESENTED
BY A GALLERY**

- a. How to find the right gallery
- b. How to approach a gallery
- c. How to contact a gallery

Week 10

Duration 2 hours

**MODULE 10 BOOST YOUR SALES:
INTRODUCTION TO
ONLINE SELLING**

- a. Why sell online?
- b. How does this work?
- c. What online galleries are there?
- d. Digital rooms and online exhibitions

BONUS MODULES

This module can be exchanged for one of the above or booked extra at a regular cost of 40€ an hour.

BONUS MODULE 11 ASSEMBLING A LIST OF OPPORTUNITIES

- a. Residencies
- b. Open Calls
- c. Galleries
- d. Websites with opportunities
- e. (name it yourself) . . .

BONUS SERVICE: WEB DESIGN WITH WEEBLY + 559 €

- a. Basic website with focus on home-page & navigation
- b. Integration of newsletter form, chat-bot and contact forms
- c. Concept of color scheme and brand identity
- d. Custom domain

Notes >>>

All calls are live and one-to-one (no pre-made recordings).
The content of each session is indicative; it might slightly change from module to module.

Written Materials >>>

Texts are not included in the package. However, at any stage of our collaboration, I could write the texts you need to promote your professional presence (interviews, statement, catalogue contributions, media texts etc) but for this the hourly fee (45€/Hour) applies.

At your request, I can also compose a list of the most relevant opportunities for you, for example websites with open calls, funding opportunities, consultation points or contact lists.
In this case, hourly fee applies.

'MINI' consultations packages

Any of the above mentioned thematic sections can be offered as mini consultations packages where we can analyse your case in detail.

Minimum booking time: 2 hours (90€).