



'A-to-Z Artist Coaching' Package

Total cost of course: 799 €

10 topics - 10 sessions – 20 Hours of live intensive training (1 x Week)

+ 2 hours of e-mail support per month!

+ Goodie Bag full of business tips!!

Suggested time period: 10 Weeks

Course Content	When?	Duration
1. Module 1 Introduction <ul style="list-style-type: none"> a. Getting to know each other b. Setting your goals c. Defining your needs d. Organising priorities 	Week 1	1,5 Hours
2. Module 2 Starting with the basics: Finding your USP <ul style="list-style-type: none"> a. Discovering your special art b. Writing a statement c. Creating a portfolio d. Interview (extra cost) 	Week 2	2 Hours
3. Module 3 Developing a new mind-set around your career <ul style="list-style-type: none"> a. How the art-world works: an Introduction b. Artists: the holders of creativity c. The B-word: Doing business like an artist d. (Offline) Self-presentation: Get out of the atelier! 	Week 3	2 Hours
4. Module 4 Audience Development: Finding your audience <ul style="list-style-type: none"> a. Why do artists need audiences? b. Knowing your clients c. Finding new sources d. Building a network e. Reaching out to clients 	Week 4	2 Hours

5. Module 5 Online Presence: Gaining attention by curators and collectors	Week 5	2 Hours
<ul style="list-style-type: none"> a. Online Presence b. Website c. Online Networks d. Building value on interactions e. Commissions 		
6. Module 6 Social Media Strategy	Week 6	2 Hours
<ul style="list-style-type: none"> a. Social media: which is the best? b. Strengths and weaknesses c. How do I get noticed? d. Multi-channel distribution of content e. Automation tools 		
7. Module 7 Curating & Organising your own shows	Week 7	2 Hours
<ul style="list-style-type: none"> a. Starting with a concept b. Finding the right place c. Organising with a low budget d. Curating smart 		
8. Module 8 Media Relations & PR*	Week 8	2,5 Hours*
<ul style="list-style-type: none"> a. Creating a Press kit b. Writing a Press release c. Finding the right magazines d. How to feature your work in magazines e. Interviews f. Writing about your work g. Contacting journalists h. Database & press list i. Keeping contacts alive 		<i>* please choose five of the suggested sub-subjects</i>
9. Module 9 Getting represented by a gallery	Week 9	2 Hours
<ul style="list-style-type: none"> a. How to find the right gallery b. How to approach a gallery c. How to contact a gallery 		
10. Module 10 Boost your sales: Introduction to online selling	Week 10	2 Hours
<ul style="list-style-type: none"> a. Why sell online? b. How does this work? c. What galleries are there? d. How do I apply? 		

Bonus modules

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

Bonus Module 11 | Establishing a professional brand:

- a. Business Cards
- b. Stationary & logos
- c. Visual identity
- d. Website, logo & stationary
- e. Visitor-friendly website

Bonus Module 12 | Soft skills & tips for a successful career

Bonus Module 13 | Residencies and open calls

- a. Is it worth it?
- a. Finding the right one
- b. Applying for an open call
- c. Is it worth paying?

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€).

- - -

Notes:

All calls are done via Skype or another medium that the artist prefers.
All calls are live and one-to-one.