

THE VISUAL ARTIST ROAD MAP



0 BEGINNER

I have just discovered art for the first time or after many years break and I love how art helps me escape my thoughts and stresses in life, I really enjoy the process. I enjoy playing with art materials. I don't feel very confident in what I produce and don't really show it to many people.



1 HOBBYIST

I make time once a week to make art and I am inspired by other artists and love to try new things. I like to get feedback from others so I can improve my skills. I don't sell my work but I do love giving my work to family and friends as the thought of them receiving something I made makes me very happy.



2 ASPIRING

People are starting to tell me I have talent and that I should sell, but I have no idea where to start. I have sold just a few pieces and I'm still not sure I can make this a living. My work is diverse as I love trying new things. I get lots of good feedback but no sales. I love the idea that my work can impact others and that other people enjoy what I do.



3 EMERGING

Although I'm spending at least half my week making art I'm not selling enough to make a full time living. I supplement my income with other work. I have a consistent collection of work but I am struggling to know where to put it and who my customer is. My dream is to make this a full time living.



4 PROFESSIONAL

I am a full time artist, living my dream. I do participate in other art related work on to supplement my income, like teaching. I do sometimes worry whether I can keep this going, but I would never go back to being employed. I am clear on who my customer is, I have multiple income streams and I have a sales and marketing plan.



5 ESTABLISHED

I create work I want to create and people come to me for sales. I sell my work internationally and have at least 2 people working for me. I have my own studio and want to grow my art and income.



0

BEGINNER

I know i'm at this stage because...

I have just discovered art for the first time or after many years break and I love how art helps me escape my thoughts and stresses in life, I really enjoy the process. I enjoy playing with art materials. I don't feel very confident in what I produce and don't really show it to many people.



What you need to focus on to get to the next stage:

You are finally doing something for yourself. This stage is all about experimenting with materials and techniques. Don't be too judgmental, remember you will get better with practice. Enjoy the process, learn by doing and take a class or course. It's hard, but don't compare yourself to more experienced artists as you are not at the same stage. Carve out non negotiable time for your art each week.

ACTION STEPS

Do the monthly art challenges in Virtual Art Studio to build confidence and learn from others

Show your work in the Virtual Art Studio so you can get feedback and support

Start building your artist tool kit by buying 3-5 of your favourite art materials

Find 3 artists whose work inspires you and experiment with 5 different mediums and 5 different techniques

CHECKLIST

✓ I have scheduled non negotiable time so I am making art once a week

✓ I have joined a local or online class/group

✓ I have shown my work either online or in person to other artists for feedback

✓ I have made space in my home or at an art class where I can make art regularly

NEXT STAGE



1

HOBBYIST

I know i'm at this stage because...

I make time once a week to make art and I am inspired by other artists and love to try new things. I like to get feedback from others so I can improve my skills. I don't sell my work but I do love giving my work to family and friends as the thought of them receiving something I made makes me very happy.



What you need to focus on to get to the next stage:

This stage is about growing confidence in your abilities and believing you are an artist. Allow yourself to dream and connect with your passions and reasons for making art as this will help you in the next stage. Learn how you can use visual language to strengthen your art and keep reflecting and reviewing your work in a sketchbook. Show your work in public and aim to sell.

ACTION STEPS

Learn the basics of visual language and how you can use the 8 formal elements for art to communicate

Learn how to take good quality pictures of your work

Learn how to price your work

Choose and learn how to make either a postcard, business card or flyer

Find a place you can display your work in public or online

CHECKLIST

✓ I understand the 8 formal elements of art and how to use them in my work

✓ I have created one piece of marketing material such as postcard, flyer or business card

✓ I call myself an artist

✓ I have priced my work

✓ I have sold at least one piece of work

✓ I have high quality photographs of every finished piece of work

NEXT STAGE



2

ASPIRING

I know i'm at this stage because...

People are starting to tell me I have talent and that I should sell, but I have no idea where to start. I have sold just a few pieces and I'm still not sure I can make this a living. My work is diverse as I love trying new things. I get lots of good feedback but no sales. I love the idea that my work can impact others and that other people enjoy what I do.



What you need to focus on to get to the next stage:

You have decided you want to get your work in front of people and make a living doing what you love, but you don't know how. People in this stage often have diverse work as they are multi-passionate. In this stage you will focus on building a consistent portfolio of work. You will lay the foundations of your art career so you can connect your work with the right people and sell with confidence.

ACTION STEPS

Refine your artistic voice and connect with your passions and strengths to create a strong collection of work.

Learn and implement basic professional practice: invoicing, inventory, book keeping, insurance, packaging and copywriting

Learn what steps to take to become an official art 'business' - this isn't as scary as it sounds

Get clear on who will connect with your work and what purpose it serves

Create an online presence through a website and 1 social media platform

Explore 3 places you can show and sell your work and have plans in place to make this happen

CHECKLIST

✓ I have created a portfolio of 15-30 pieces of work that are consistent and reflect my unique artistic voice

✓ I have written my artist statement, biography and elevator pitch

✓ I am clear on who will connect with my work and have chosen 3 places to show and sell

✓ I have set up systems for: invoicing, inventory & book keeping

✓ I have learnt how to package my work correctly and have insurance

✓ I am a registered business

✓ I have a website and one social media platform

NEXT STAGE



3

EMERGING

I know i'm at this stage because...

Although I'm spending at least half my week making art I'm not selling enough to make a full time living. I supplement my income with other work. I have a consistent collection of work but I am struggling to know where to put it and who my customer is. My dream is to make this a full time living.



What you need to focus on to get to the next stage:

This stage is all about becoming visible and connecting with your audience. This stage can throw up frustration and fears as things feel out of reach and you tell yourself you want to go back to things being easy. It's time to roll up your sleeves as you can make this happen, the selling part may put you off but when you do sell your work the feeling is amazing. It's time to go pro and improve your work, your branding, marketing and your contacts.

NEXT STAGE

ACTION STEPS

Create a transition plan to take you to part time or full time artist

Learn how you can increase visibility and stand out from the crowd using marketing and PR

Get very clear on your WHO and purpose

Seek opportunities within your specialism for exposure and sales

Create a hierarchy of prices from entry to medium to high end

Increase the quality of your artwork in terms of presentation, technique and artistic voice

Learn how to create a sales and marketing plan

CHECKLIST

✓ I have 3 ways of making consistent sales from my art

✓ I can confidently write and speak about myself and my work

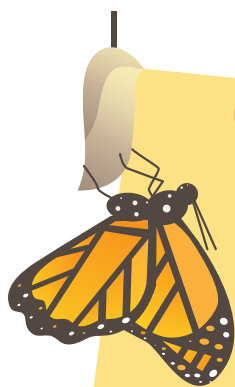
✓ I understand who my audience is and know where to put my work

✓ I have executed my transition plan and have made the leap to self employed artist

✓ I have a marketing and sales plan and review this weekly

✓ I have created a hierarchy of offers with entry level, mid and high end price points

✓ I am collating buyer and audience comments about my work and using these in my marketing



4

PROFESSIONAL

I know i'm at this stage because...

I am a full time artist, living my dream. I do participate in other art related work on to supplement my income, like teaching. I do sometimes worry whether I can keep this going, but I would never go back to being employed.



What you need to focus on to get to the next stage:

You are becoming known in your industry as an expert and master of your craft. You are becoming persistent and determined to make this work as you have come so far, you are becoming part of something bigger than just yourself. You are connecting with influencers and other established artists who are supporting and guiding you. You are delegating tasks that take your time away from making art and doing the things you enjoy.

ACTION STEPS

Remain authentic and keep reviewing your why and mission so that your art evolves with you every 6 months or yearly

Increase the perceived value of your work and raise your prices every 6 months or yearly

Build strong relationships with artists and buyers and sellers

Have a clearly defined mission for your work and remove anything that doesn't fit

Review what sells and what doesn't sell, Increase the perceived value of your work so you can raise prices. Review what sells and what doesn't sell and the reasons why

Learn how to delegate and manage others

CHECKLIST

✓ I have taken on at least two people on a subcontract basis to relieve my workload and enable me to focus more time on making art

✓ I have connected with at least 2 established artists who can support and mentor me

✓ I am focussed on my mission and say no to work that doesn't serve my purpose

✓ I am starting to sell my work nationally or internationally

NEXT STAGE



5

ESTABLISHED

I know i'm at this stage because...

I create work I want to create and people come to me for sales. I sell my work internationally and have at least 2 people working for me. I have my own studio and want to grow my art and income.



What you need to focus on:

Congratulations, you are an established artist and the only place to go from here is to keep growing your art and your audience so you keep impacting the world with your art. Every day you are leaving your legacy and mark on the world. Your next step may be to have a retrospective one day.

ACTION STEPS

Be featured and sell work internationally

Expand social media platforms

Maintain and grow public image

Increase exposure through writing books, TV, radio and lectures

Grow and manage a team

Create a plan to hold a retrospective

