

Natalie Parker

ARTIST & EDUCATOR

ART BIZ START-UP *Series*

THE 3 PART LIVE TRAINING TO STEP
INTO YOUR ROLE AS A FLOURISHING
ARTIST AND ART BIZ OWNER!



Workbook



Introducing Natalie Parker



Hey there creative!

Hi I'm Natalie Parker, Artist and Mentor to women creatives around the globe. For over a decade I dreamed of being a full time artist while I worked as a stressed out high school teacher.

The key thing I discovered on my journey that took me from being a struggling artist to a flourishing artist was having a **business strategy**.

Once I started to introduce strategy into my business I was able to say goodbye to the day job and step into my dream life. I now run a successful six figure art business from my home studio in Melbourne, Australia and I've made it my life mission to help as many women artists as I can pursue their creative dreams.

In this **Art Biz Start-up Series** I'm going to help you put together a strategy for your creative business so that you can finally make an income doing what you love.

Here's what we'll cover in the training:

TRAINING 1: 12TH JAN 10AM AEDT

Get clear about WHY you want an Art Biz and WHAT you want it to look like

TRAINING 2: 17TH JAN 10AM AEDT

Plan WHAT products and services you will sell that support the goals of your business

TRAINING 3: 19TH JAN 10AM AEST

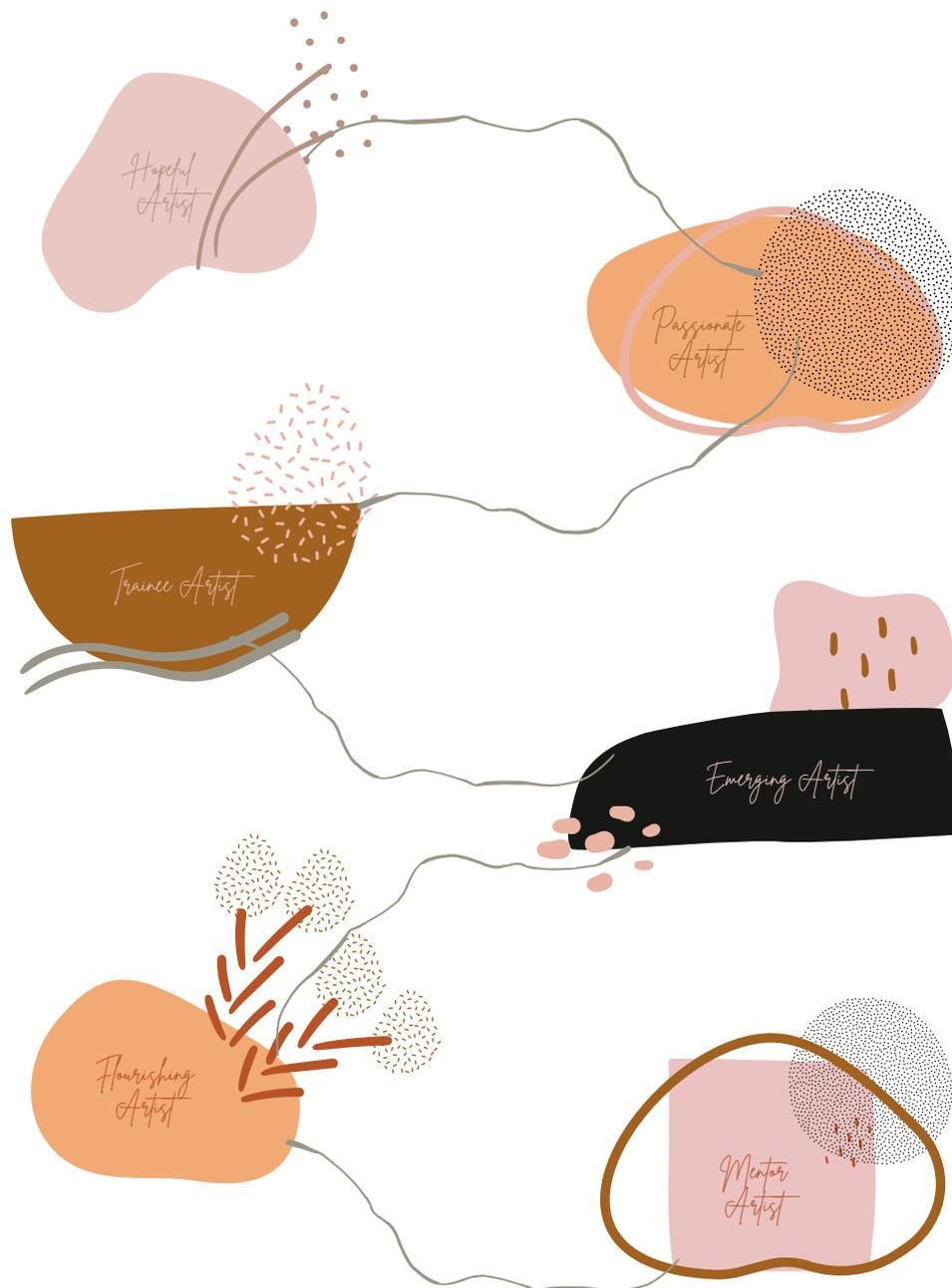
Plan HOW you will sell in a way authentic to you

See you in the LIVE training!

Natalie Parker xx



THE ARTISTS *Creative Guide*



If you haven't already, go and check out *The Artists Creative Guide* to discover which creative season you are in. There's lots of great tips in there on what to focus on, what to read/listen to and how to move forward.

Check it out at www.natalieparkerstudio.com/f/creativeguide

CASE STUDIES

STUDENT SUCCESS



Here's a taster of what's possible for you when you step out and decide to pursue your art biz dream.

Some of the gems from our students



Melissa Borland

January 15 at 8:36 AM · 🌐

Ok, you guys have to be the first ones I tell because this would have never happened without y'all, esp you, [Natalie Parker Artist](#)...today it finally happened. I sold my first painting and then another one! I am elated and grateful. Thank you ladies for all your help and encouragement! 🥰❤️🙏



Sahra Raward

December 9, 2021 · 🌐

This morning I received an email that I've been accepted into an art fair in march. It's in a small town hall in the country area it will be a great experience, can't wait!!



Bronwyn Lewis-Toakley

December 9, 2021 · 🌐

I have only just started on the program but just had to share a little win. 🙌 I have sold a sculpture via ArtLoversAustralia which is an online art selling platform. Sending to off to WA today.. need to read tip on packaging & freight!! 📦



Kristy Margam-Elkins

November 25, 2021 · 🌐

Excited but really nervous at the same time, meeting with the printer this afternoon to get some photography done of my work and potentially getting some prints generated 🤔🤔🤔



Michelle Lawson ▶ **The Confident Brush from Natalie Parker Studio**

November 27, 2021 · 🌐

OK I'm now more confident to call myself an Artist...
OMG OMG OMG today I received a commission to complete 8 paintings for a friend renovating their home! 🥰🙌❤️



Hasanga N Nadee Jayasekera

March 17 · 🌐

Hi ladies , just sharing some good news 😊 I sold the painting ' Calm Through The Storm' that was sent to St John of God Bendigo 2 weeks ago for display. It was very exciting and encouraging. This course has really pushed me out of my comfort zone and I'm very thankful to [Natalie Parker Artist](#) for her courses, podcasts and guidance ❤️ also wanted to thank you ladies for this wonderful, supportive environment 🙏❤️



Vision

"Having a clear vision for your Art Biz will show you which way to go and which opportunities to take. It will be your driving force that pushes you to keep going when things get challenging."

The Natalie Parker Studio Podcast - Episode #1
[Why You Need A Vision For Your Art Biz](#)

✱ What is vision?

✱ Why do you need a vision for your art biz?



Why do you want an Art Biz?

- ✖ Why do you want an Art Biz?
- ✖ What's prevented you from pursuing your Art Biz dream so far?
- ✖ What would having a flourishing art business make possible for you?
- ✖ What do you want your Art Biz to look like?



WRITE THE VISION FOR YOUR ART BIZ?

How do you see your Art Biz unfolding over the next time slots?

 **1 YEAR..**

 **5 YEARS...**

 **10 YEARS...**

 **20 YEARS...**



HOW A FLOURISHING ART BIZ OPERATES

Hobby Artist

- No or very low sales
 - Not profitable
 - Expensive hobby
- Buying lots of art supplies
 - Working a day job
- Researching all the things
 - Making excuses
 - No clear plan
- No sales system
 - Unfulfilled
- Low confidence
 - Frustrated

Flourishing Art Biz

- Selling Consistently
 - Profitable
- Multiple income streams
- Investing in the right supplies
 - Working on their art biz
- Learning what they need to know
- Showing up and doing the work
 - Clear vision and plan
 - Sales system
- Fulfilled doing what they LOVE
 - Confident
- Peaceful and purposeful

✳ Which side can you most relate to?

✳ What did you discover from the BE, DO, HAVE concept?



How would a Flourishing Art Biz Owner..

THINK

FEEL

ACT



Describe a day in your life running your flourishing art business. Get specific about what you're doing, how you're feeling, what's around you, the results you're getting.



Write your own FLOURISHING Artist pledge
e.g As a FLOURISHING Art Biz, I am committed to showing up, doing the work and sharing the work.



WHAT WILL YOUR ART BIZ SELL?

Multiple income streams is a great way to build stability in your Art Biz

✳ Brainstorm all the possible ways you can make money using your creative skills.

✳ Select at least 2 ideas that you can offer in your business right now

✳ Select at least 2 new ideas that you would like to add in the next 12 months.



Your 12 Month Sales Goal

Whatever you're thinking, think bigger.
 Tony Hsieh (Zappos)

✖ How much do you want to make from your Art Biz in the next 12 months?

✖ Brainstorm different ways you can reach your sales goal

For e.g \$100,000 Sales Goal

- 25 x \$4000
- 50 x \$2000
- 100 x \$1000
- 200 x \$500
- 500 x \$200

✖ Complete the 12 Months Sales Goal Chart to work out how many items you'll need to sell to reach your goal - *Template provided*

Item for sale	Total Desired Revenue	Ave Sale Price of Item	Quantity to Sell
Originals	\$40,000	\$1,500	27
Prints	\$10,000	\$70	143
Commissions	\$30,000	\$2,000	15
Products	\$10,000	\$40	250
Workshops	\$10,000	\$2,000	5
	\$100,000		



My 12 Month Sales Goal:

* What products and services will you sell to achieve this goal?

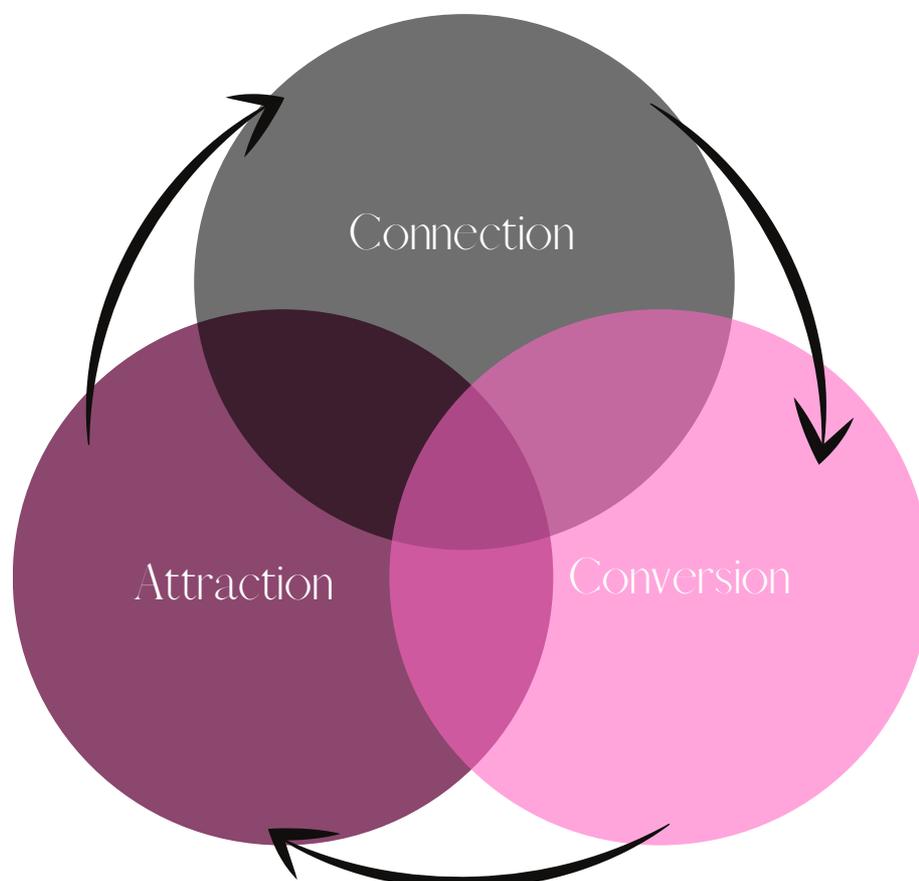
Item for sale	Desired Revenue	Ave cost per item	Quantity to sell



*Building an art business requires both creative talent
and marketing skills.*

* Why is it important to learn how to market your artwork?

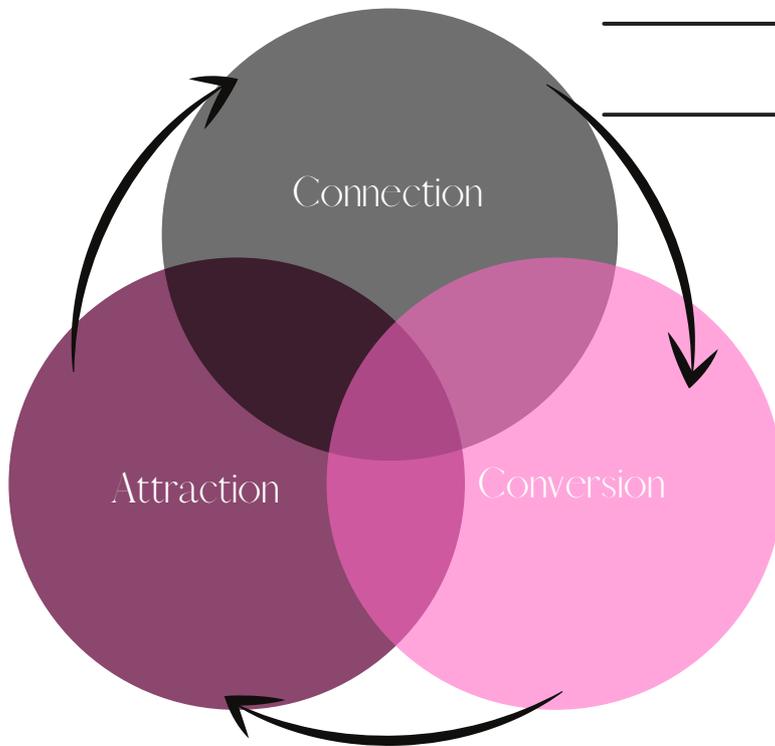
The Art Sales Process





My Art Sales Process

I WILL **CONNECT** WITH
MY IDEAL CLIENT BY:



I WILL **ATTRACT**
MY IDEAL CLIENT BY:

I WILL **CONVERT**
MY IDEAL CLIENT BY:

NEXT STEPS

JOIN ART BIZ A-Z FOR FURTHER SUPPORT



Art Biz A-Z teaches you how to build the Art Biz of your dreams so that you can do what you LOVE and earn an income for you and your family.

Here from some of our Art Biz A-Z students

*Joining the Art Biz program was initially a impulse reaction to my **secret desire of wanting to be a artist with a successful business**. I quickly started to worry that I was a idiot for joining "I'm just a hobby artist, I haven't even sold any of my work, I am totally out of my depth!"*

*Luckily it was one of my better impulse decisions as I have gained a **valuable insight into setting up a art biz**. The modules are well structured and informative and it was great being able to work at my own pace being as I work full time. More importantly the support was incredible as Natalie is like a mentor sharing her experience and advice, as well as having the support of the Facebook community, which is a lovely way to connect with other artists.*

*I would highly recommend this program to any artist wherever they are on their creative journey. Since the course I have opened a Etsy shop and feel empowered **working towards my goal of having a successful art business**. - Jeanine Watts @jeaninewatts.studio*



*Natalie is an outstanding teacher and mentor. She brings her own personal experiences as a practicing artist and entrepreneur to inform her teaching. I hadn't picked up a paintbrush in 33 years but made the decision to semi-retire in early 2021 and found a new work/life balance through designing artwork. Despite being an industry recognised business professional and accountant, I have found Natalie's **Art Biz A-Z course invaluable to setting up my creative business**. Since completing the program, I have **secured an 8-piece commission, set up my business socials, branched out to include my art branded merchandise revenue stream and currently developing my own website** that will go live soon. There is a wealth of information included in the online portal that you can go through at your own pace and the amazing Facebook community group is truly wonderful and supportive. I wholeheartedly recommend you take the leap and sign up now!*

Cheers - Art by Michelle Lawson @artbymichellelawson



Join the Art Biz A-Z waitlist

www.natalieparkerstudio.com/f/artbizwaitlist

NEXT STEPS

JOIN ART BIZ A-Z FOR FURTHER SUPPORT



ART BIZ
A - Z

Art Biz A-Z VIP Student: Leanne Daquino



@leannedaquinoart
www.leannedaquinoart.com

*I think I've just about done all of Natalie's courses that she's offered. By first appeal to me, just because her artwork is so beautiful and I wanted to be able to paint like that. When I started painting and realized that I wanted to take it further her course **Art Biz A-Z**, just seemed like the perfect thing for me to do. I thought about it for a little while because it's not small change that you're handing over but to be honest, **I've got everything back plus lots, lots more. Not just financially but I've just learned so much.***

I had no idea what was involved in running another business. I'm a self-taught artist and my eyes have been opened very wide to what is required to run a successful art business. But what remains constant all the time is that Natalie's just so focused on making women creatives better and helping them build their businesses.

*I've had some really good success. **I've been picked up by a huge online, retail store, selling my products. I've developed a website I'm really proud of. My Instagram followers have increased and I'm building an email list.** All the things that you need to do to build a successful art business and it's just helped me so much.*

I'm so much more confident. Now I'm happy to tell everyone. I'm an Artist now and the resources that Natalie provides, they're just the second to none, you can tell she's a teacher just the way everything is structured and how clear it is and easy to follow and you've got those resources for the rest of your life.

So it's worth every cent, I'd pay much more for it than Natalie's charging. Thanks Nat, you've actually changed the direction of my life, which is amazing.

[Join the Art Biz A-Z waitlist](http://www.natalieparkerstudio.com/fl/artbizwaitlist)
www.natalieparkerstudio.com/fl/artbizwaitlist