

Artist Name: [Your Name]

Business Name (if applicable): [Your Studio Name]

Date: [Today's Date]

1. Vision & Mission

Vision: To create meaningful artwork that connects people with a sense of place and self.

Mission: To balance artistic expression with personal commitments by developing a sustainable, flexible art practice that allows for caregiving while continuing to share my work with the world.

2. Target Market

Art collectors, galleries, online buyers, local art enthusiasts, and interior designers.

3. Products & Services

- Original paintings and textile art
- Commissions
- Limited edition prints
- Online and in-person workshops (when possible)
- Potential for licensing and digital products (to generate passive income)

4. Revenue Streams

- **Flexible income:** Online sales, print-on-demand, licensing, and small-scale commissioned work
- **Time-sensitive income:** Exhibitions, Open Studios, workshops (only when feasible)

5. Marketing & Promotion

- **Online:** Website, Instagram, and an email newsletter to maintain visibility without requiring frequent in-person events
- **Local Engagement:** Select participation in exhibitions, Open Studios, and collaborations that fit within caregiving responsibilities
- **Passive Growth:** Selling prints, digital resources, and potentially offering pre-recorded courses to allow income generation without constant time investment

6. Key Resources & Expenses

- **Essential:** A home studio setup, reliable online store, and strong marketing presence
- **Adjusted Expenses:** Prioritizing digital marketing, automation tools, and outsourcing certain tasks (e.g., admin, packaging) if needed

7. Goals & Milestones

- **Short-term (6-12 months):**
 - Strengthen online sales and presence to create stability
 - Establish a sustainable work rhythm that allows caregiving flexibility
 - Develop at least one passive income stream (prints, digital resources)
- **Long-term (1-3 years):**
 - Continue refining the balance between art practice and caregiving
 - Expand offerings with additional licensing or collaborations
 - Participate in selected key exhibitions that align with capacity

8. Action Plan

- Update website to showcase work and facilitate online sales
- Build an engaged email list for direct marketing
- Explore licensing opportunities for passive income
- Set a realistic studio schedule that aligns with personal commitments