



Strategic Planning Worksheet

Great news! Every artist can use the same strategy: the funnel! All you have to do is pick your tactics, and I recommend choosing as many of the recommended options as you can. The more aggressive you are, the sooner you'll see results. Just remember to take stock of where you are right now and again in about three months' time. If you've been diligently working your plan and you're not seeing progress, you may want to add one or more tactics to your plan.

Funnel Phase	Recommended Tactical Options	Alternative Tactical Options
Attract Fans & Followers To Your Work, to Your Website	X website (a must!) <input type="checkbox"/> social media <input type="checkbox"/> competitions <input type="checkbox"/> media coverage <input type="checkbox"/> in-person networking	<input type="checkbox"/> social media advertising <input type="checkbox"/> guest speaking <input type="checkbox"/> teaching <input type="checkbox"/> blogging <input type="checkbox"/> advertising
Capture Your Fans' E-Mail Addresses & Keep in Touch	<input type="checkbox"/> pop-up window	<input type="checkbox"/> landing page(s)
Nurture Relationships With Your Fans So They Get to Know You & Your Work	<input type="checkbox"/> social media <input type="checkbox"/> e-newsletters	

<p>Sell Your Work to Your Fans</p> <ul style="list-style-type: none"><input type="checkbox"/> originals<input type="checkbox"/> reproductions	<ul style="list-style-type: none"><input type="checkbox"/> local juried shows<input type="checkbox"/> regional/national shows<input type="checkbox"/> small street/art fairs<input type="checkbox"/> large juried art fairs<input type="checkbox"/> open studios/home shows<input type="checkbox"/> commissions<input type="checkbox"/> my website<input type="checkbox"/> online galleries<input type="checkbox"/> bricks-and-mortar galleries	<ul style="list-style-type: none"><input type="checkbox"/> interior designers<input type="checkbox"/> consultants<input type="checkbox"/> auctions
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