

ART BUSINESS RESET

Worksheet

If you made a plan in one of my recent planning workshops, have it in front of you. This session is your 3-month check-in.

We're looking at data from the last 3 months.

ZONE 1 :: OUTREACH

The actions you take to reach people

Email list

Current size of list:

Describe the emails you sent to your whole list (date, subject):

To the above, add your open and click-through rates.

What needs to change in order to make better use of your email list?

Social media

Platforms you consistently use and the estimated hours per week you spend there:

Are you taking advantage of Instagram Stories and direct messaging?

Look at your analytics. What is working for you and how will you think about that in the future?

What can you let go of without losing much? And is there anything you'd prefer to replace that time and effort with?

In-person networking

Where are you showing up that you might meet potential buyers and supporters?

Events and openings you attended:

What do you need to adjust in order to be seen as a part of your vibrant art community?

Personal outreach

Who did you meet, connect with?

How did you follow up?

ZONE 2 :: PRESENCE

What people see and experience when they encounter your work

Website

This is often where your work is first encountered. When was your last meaningful site update?

What needs refreshed or removed since it's in the past?

How are you telling a clear, cohesive story throughout your site?

If someone landed on your website today for the first time, what impression would they click away with?

Marketing materials (printed)

What printed material do you use on a regular basis?

Look at the designs. Are they cohesive? What needs adjusting to better show your art at its best?

What do you need to have printed?

Shows and exhibitions

Is your resume updated with recent shows?

Applications submitted:

Shows committed to in 2026:

What venues have you outgrown?

Based on your experience, what venues are next on your wishlist for professional growth?

ZONE 3 :: SYSTEMS

The machine behind the scenes that keeps everything humming

Income sources

List the various ways and the income from each stream (you can use a full year's data here if you like):

Which sources take the most energy relative to their returns?

Which sources might be confusing people about how you want to be seen?

Business operations

What is falling through the cracks? When are you not meeting deadlines? What isn't getting done properly because you don't have clear procedures for it?

What technology do you need to add/update/ditch/replace?

Follow-up

How do you remind yourself to follow up with people? What does your system look like?

Who is being neglected?

SYNERGY

Your one move with the most potential for positive impact

Look back at what came up across all three zones. Where did you feel the most resistance? Where did you avoid the question? That's often where the real work is.

The question isn't about what's broken. It's: where would improvement have the most ripple effect across the other zones?

The zone where you see the most opportunity and why:

One shift you want to make heading into the next quarter:

If you made this shift, what would become easier in the other zones?

What's the smallest action you can take toward this in the next two weeks?