



Artists Cash Crash Course

Module 1: The 10 Top Income Streams For Artists



Hi I'm
Rodney
Washington

Welcome!

MODULE 1

YOUR INCOME PORTFOLIO



Module 1: The Top 10 Income Streams For Artists: In the first module we explore 10 income streams. I'll also explain how you only need two to three to create a mid five to six figure business.

Some involve direct work with clients or customers in a teaching what you love to do with others eager to learn, some will involve publishing (digital and print), others will involve direct sales of your work to customers, clients and collectors. Many of the options presented here will dove tail meaning they compliment each other very well.

We will explore all ten, then you decide which one(s) are best for you to explore immediately so can start leveraging your talent and make cash sooner.

In addition, I will share real live case studies of each of the above income streams and show you how to decide which ones are best to get started with immediately.

As a matter of fact, depending upon your current resources you could start making money immediately after we finish the first call. So let's dive in.

MODULE 1

YOUR INCOME PORTFOLIO



Teaching Based:

- e-Books and Physical Books
- Day long workshops, short classes or multi-part courses (live, telephone or web based)
- VIP Day Experiences (Private Mentoring) delivered either in person or via Skype or telephone
- DVD's, CD's Audio Programs
- Membership Websites or Continuity Programs
- Business In A Box

MODULE 1

YOUR INCOME PORTFOLIO



Retail or Direct Sales Based:

- Trunk Shows
- Retail Accounts (Includes Gallery Sales)
- Web or Online Sales
- Joint Venture Partnerships
- Membership Programs
- Licensing

MODULE 1

YOUR INCOME PORTFOLIO



e-Books and Physical Books

- e-books and physical books, can be easy to write, editing is important
- specialized topics sell better
- make a list of topics, subjects you know well in your particular industry (the more specialized the better)
- highly leverageable
- physical books can be printed on demand as orders come in
- average price \$20 to \$97 dollars (exceptions in the \$5 to \$14 dollar range)
- think about developing a series for more leverage opportunities

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YOUR INCOME PORTFOLIO



e-Books and Physical Books (con't)

- <http://stickybooks.com/>
- <http://bit.ly/KA8OVH>
- How To Sell Your Ebook - <http://www.howtosellyourebook.com/>
- <http://lulu.com>
- Format them for digital readers
- think series for more leverage opportunities
- implement a launch strategy before publishing your book for greater sales



David duChemin

- <http://craftandvision.com>

- Create something that makes it's easy for buyers to yes
- Publishes Books
- Creates Opportunities for other Photographers
- Leverages introductory products into higher priced programs & services

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YOUR INCOME PORTFOLIO



Day long workshops, short classes or multi-part courses (live, telephone or web based)

- Higher profit margin potential
- Can be used to leverage higher income generating opportunities like securing private clients, VIP Days and /or Mentoring Programs
- Can take a little longer to set up than writing a book but not always
- Specialized topics sell better
- Content can be multi-purposed into books, private mentoring opportunities and home study courses
- Programs can be developed quickly

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YOUR INCOME PORTFOLIO



Day long workshops, short classes or multi-part courses (live, telephone or web based con't)

- In order for them to be successful needs a highly target topic and audience
- Have an audience with a proven history of purchasing similar programs
- Can be reached easily
- Specialized topics sell better (focus on creating experiences)
- Content can be multi-purposed into books, private mentoring opportunities and home study courses
- Income can range from \$50 for an online class to several thousand dollars for high level programs and multi-day workshops



- Photography Team
- Creates Experiences
- Creates Opportunities
- Develops Products
- Teaches Workshops Worldwide

Marissa Boucher and Kimberlee West

<http://theboudoirdivas.com>

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YOUR INCOME PORTFOLIO



VIP Day Experiences (Private Mentoring) delivered either in person or via Skype or telephone

- Foundation is based on delivering specialized knowledge
- Clients want rapid results and personalized attention
- Can create an opportunity to travel
- Clients expect a higher entry level investment
- Low cost entry level products like physical books, e-books, classes, workshops help to market higher priced programs
- Requires a commitment to creating & delivering a memorable experience

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YOUR INCOME PORTFOLIO



VIP Day Experiences (Private Mentoring) delivered either in person or via Skype or telephone (con't)

- Don't assume you have to teach everything you know at one time
- Can be offered in a small group setting or 1-on-1
- Priced between \$500 for virtual delivery up to \$15,000 for business development related topics and delivered in person
- Content & Experience delivered in a few hours to two days
- <http://www.gormanworkshops.com/workshop.html>
- http://boudoirworkshop.com/index2.php#/rtext_8/2/

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YOUR INCOME PORTFOLIO



DVD's, CD's Audio Programs

- Great alternative if you don't want to write
- Don't long as long to produce as a book
- Can be lower cost to produce
- Higher profit margins as customer will expect to pay more educational videos
- Speaks to people who prefer to learn by listening or watch than read
- Videos can be created with simple Desktop software like Camtasia
- Or recorded on line with a program like Screenflow

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DVD's, CD's Audio Programs (con't)

- Karen Sperling Painter Instructor -
<http://www.artistrymag.com/docs/dvd01.html>
- Me Ra Koh - <http://www.refusetosaycheese.com/home.php>
- <http://kunaki.com/>
- <http://www.telestream.net/screen-flow/>
- www.techsmith.com/camtasia.html
- <http://instantteleseminar.com>

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YOUR INCOME PORTFOLIO



Membership Websites or Continuity Programs

- Can be based on blog with a strong following
- Requires a commitment to produce a steady stream of content
- Can be either product or service based
- Offers the opportunity to create a steady income stream
- A perfect up sell feature to offer VIP Day clients or Workshop Students
- Low Cost to Set Up
- Great to move inventory on an ongoing basis



- Breakdown your knowledge, skills & resources into bite size chunks
- Publishes A Membership Website
- Leverages knowledge into ongoing revenue streams

Matthew Archambault

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YOUR INCOME PORTFOLIO



Membership Websites or Continuity Programs

- If you're delivering digital content you'll need a password protected area on your blog
- <http://member.wishlistproducts.com/>
- Drawing Instructor Matthew Archambault -
<http://www.drawing-tutorials-online.com/>
- If you're delivering physical product or services you can set up recurring payments within Paypal that rebill monthly *make sure you cover shipping and handling costs

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YOUR INCOME PORTFOLIO



Business In A Box

- Could be a perfect opportunity if you've operated a business for a period of time and you achieved a significant measure of success.
- Must have a significant amount to knowledge to share
- Customers for this kind of program want to know the pitfalls and mistakes to avoid as much if not more than your successes
- Consult with your accountant and attorney before dispensing any legal advice or contracts
- You can begin creating and selling these types of programs quite easily over a period of time as you develop and produce each component of content

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YOUR INCOME PORTFOLIO



Business In A Box (con't)

- Biz In A Box can be tied to a ongoing coaching or consulting service.
- Has an established audience that's eager to invest in their dream
- Can be found easily
- Price points average from \$5k to \$100+ dollars (depending upon the type of business, your credibility and quality of knowledge and the desire of your market
- Requires that you establish your authority through writing, speaking, teaching and coaching or consulting.
- Materials can be printed in the form of manuals, CD's/DVD's and personal mentoring

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YOUR INCOME PORTFOLIO



Trunk Shows

- Can be a fast way to move inventory, opening new markets and connect with new buyers.
- Establishes your credibility in your community
- Let's you take the temperature of a market by communicating directly with customer before investing too much in supplies
- Helps you build your mailing list quickly
- Built in travel opportunities if you love to travel.
- Can be a way to get more steady retail accounts
- Smaller shops can be a stepping stone to larger retail accounts

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YOUR INCOME PORTFOLIO



Trunk Shows con't)

- Make a list of stores you want to work with.
- Don't limit to traditional retail establishments - ask yourself (where does my customer hang out?) for example:
 - Spas, Country Clubs, Resorts, Private Homes, Even Cruises
- Get Into The Habit of Connecting with Centers of Influence in your Local Community that have access to your customer
- Think: Seminar Leaders, Public Speakers, Workshop Coordinators
- Don't be afraid to travel if you have to, you never know where your next contact will come from **Bonus Tip** (keep samples with you:)

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Web Online Sales

- Make it easy for customers to purchase from you.
- Use high quality photography that shows off your work. Make sure to provide plenty of close up detail shots
- Use accurate keyword terms that your customer would type into a search engine to find you. When selecting keyword terms drill deep meaning describe not color, but shapes, materials, uses, even price for keyword terms
- Offer payment plans
- Provide written or visual tutorials or suggestions on how to use your products.
- Consider bundling your products with other complimentary vendors

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YOUR INCOME PORTFOLIO



Web Online Sales (con't)

- Offer starter or entry level pricing.
- Publish at least one luxury or high end item or service on your website
- Offer a customer service number to answer any questions about your product
- ALWAYS, ALWAYS, ALWAYS invite customers to sign up for your online mailing list
- Communicate at least once a week.
- Don't overwhelm your subscribers with long emails, short and sweet featuring at least one visual with a direct & clear call to action work best
- Use compelling headlines to increase your open rate

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Joint Venture Partnerships

- Joint Ventures work best when both parties get something substantial.
- Think win-win, not you get and they lose something especially time or money
- Make it easy for potential JV partners to yes, in other words be willing to do the bulk of the work especially if they have more to bring to the table (like direct access to your target audience)
- Look for complimentary but non competing partners
- Be clear about your expectations and what you want from the arrangement
- Think outside the box
- Get everything in writing

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YOUR INCOME PORTFOLIO



Joint Venture Partnerships Examples:

- If you teach photography classes, consider partnering with a photo lab, frame store or physical or online book printing company.
- If you sell jewelry consider partnering with your suppliers to create jewelry making kits
- Painters could partner with art supply stores
- Crafters with suppliers, interior, furniture or fashion designers
- Secure a series of suppliers, designers and /or artists and host an event at a local business for an organization or charity
- Get into the habit of asking, and accepting that you will get no's

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Licensing:

- Could be a viable alternative if you don't want to handle your inventory including managing the cost or expenses of inventory.
- If you always dreamed of getting your artistic images on fabric, greeting cards, plates, dishes and other household accessories for an example
- Licensing is the closet thing to publishing your own book with a publisher or a piece of music with a record label. In essence you do the work once, and the licensee produces the product(s) and pay you a royalty based on sales.
- Keeping that mind unestablished artists are rarely paid a fee up front in a licensing arrangement (unless you're already famous) so can expect to only receive a payment after goods are produced and sold.

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Licensing Con't:

- There are plusses and minuses to this arrangement the most obvious being that you have to make sure you have a trust worthy licensing deal.
- You need to understand negotiation and you'll probably need an attorney who can explain the fine print on contracts.
- Art licensing is creating art for commercial purposes (if you fear you'll be selling out, then licensing is not for you)
- You'll be asked and expected to make changes to the design or image based on the licensee's needs if you want them to pick it up
- Like in book publishing you could have to wait up to 18 months before you start to see any money <http://artlicensinginfo.com/>

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Licensing Con't:

- Like in most outside publishing arrangements licensing is not a fast path to cash option. In other you can't expect to secure a deal in time to pay next months rent.
- On the other hand, if the idea of having an almost passive income appeals to you and you don't have a problem being flexible it could be a real viable model to add to your income portfolio.
- As a matter of fact it could compliment your other income models nicely.
- For more information I suggest investigating an ebook written veteran artist, licensing coach, author and mentor Tara Reed. As a matter of fact she's written a comprehensive ebook on the topic aptly titled: **How to Get Started in Art Licensing** <http://artlicensinginfo.com/>



Mark Montano

- Designer turned crafter, author, TV show host
- Published a successful book series
- Never consider what comes naturally as "over simplistic" or common knowledge
- Inviting World
- Embraces the media



Exercise: Income Portfolio Worksheet

1. Make a list of topics, passions or subjects you care about. Remember, what's second nature to you, someone is searching for your help and support and is willing to pay for it.

Tip: It's important not to censor your answers, just write them down.

2. Now pick just one item from your list and write down at least five things you know about your selected topic or creative passion.

3. How could you make money from the five things you wrote on your list? Try to write down at least ways you could make money.



What's Next?



1. Download & fill out the Income Portfolio Worksheet - you'll find a copy on the Ning Site
2. Make note of the ideas presented today and jot down the ones that resonate with you most. **Tip:** Select two things, one that you can implement in the next week or two and one that's a longer term project, like developing a business in a box or securing a licensing deal for example.
3. Don't waste precious energy becoming overwhelmed, all you have to focus on at the moment is deciding what income stream model you want to implement first.