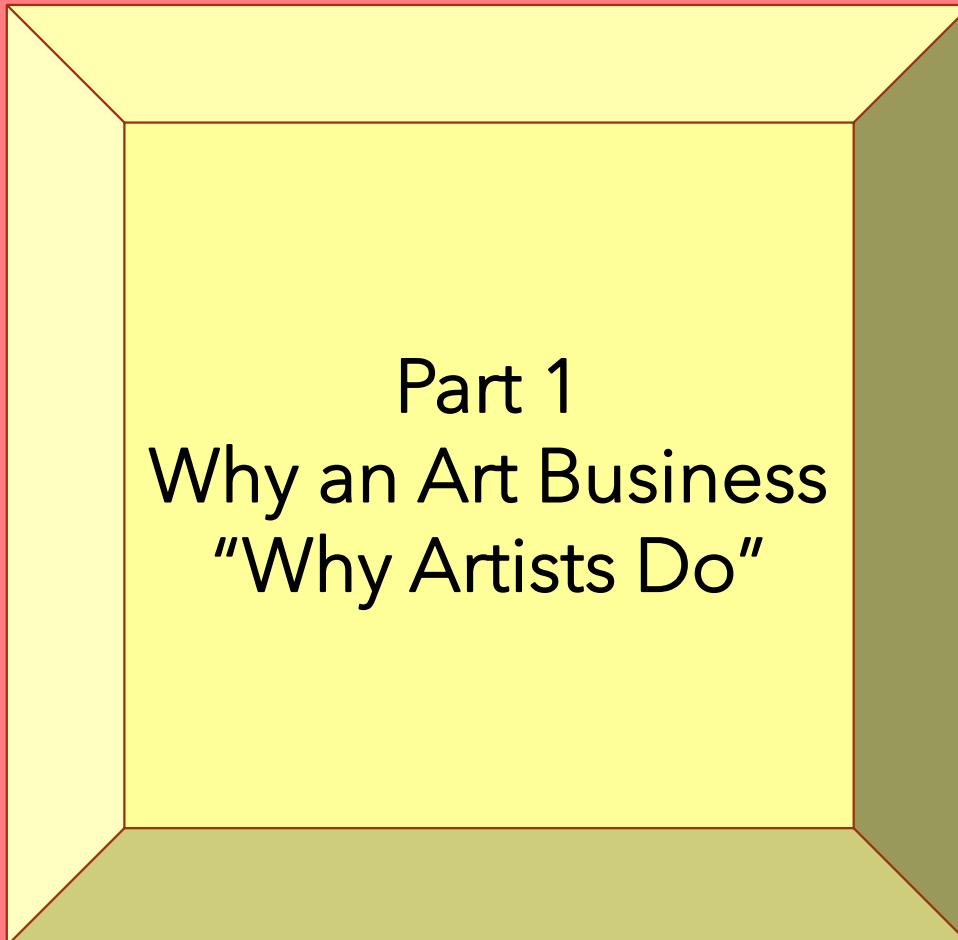


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ART BUSINESS WEBINAR SERIES



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10/4/21 Why an Art Business

10/6/21 How to Build an Art Business

10/11/21 Selling and Marketing an Art Business

10/13/21 Art Business Operations

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Before We Start

Score.org



Score Hawaii



- Score is a National non-profit organization dedicated to providing educational and free mentoring services to entrepreneurs
- Score Hawaii is based in Honolulu and is a member chapter of the Score National organization
- If you are involved in starting or are already operating a business and would like a mentoring service, please go to [Score.org](https://www.score.org) webpage to register for free one-on-one mentoring service
- For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting [Score Hawaii](https://www.scorehawaii.org) and going to "Take a Workshop" or "Recorded Webinar" tabs.
- For those interested in volunteering, please visit [Score.org](https://www.score.org) webpage and register to be a Score volunteer

DISCLAIMER

- The information presented is for informational and educational purposes only.
- The opinions expressed during this presentation are the opinions of the presenter and no other.





MICHAL ABRAMOVITZ BIO

Studied at Sorbonne in Paris, Owner of Michal-Art Studio & Boutique in Hanalei, Artwork featured in CBS-TV, newspapers, and Five-Star Resorts, Sponsored by a Major Art Supplier

INTRODUCTION

- “My first class in art school - If you want to make money as an Artist you are in the wrong place”
- Key to Success, Knowing “Why”
- What is your ‘Why?’
- Struggles with “Why”





WHAT ARE WE ACTUALLY DOING? “ART / ARTISTS”

Georgia
O'Keeffe

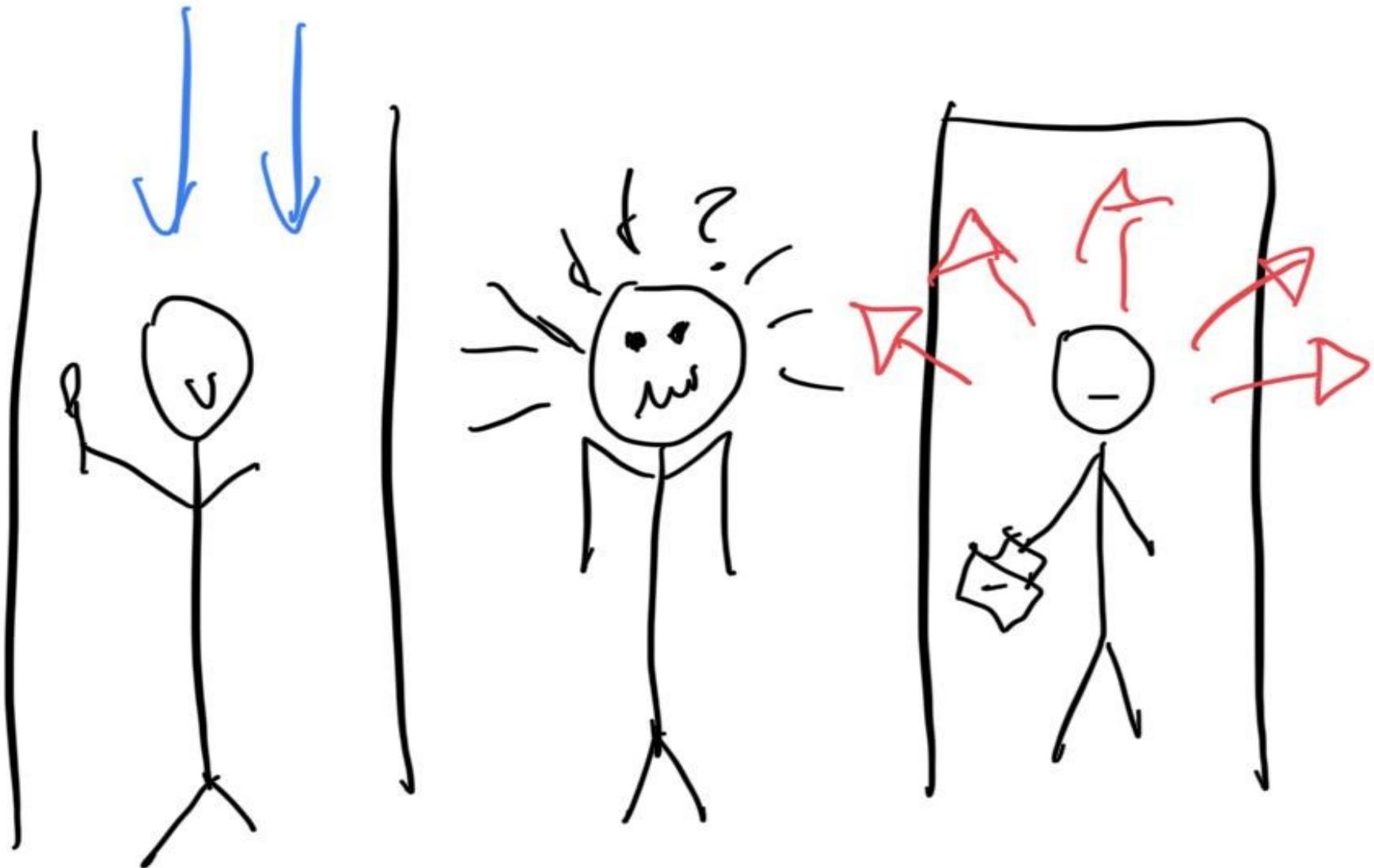
Marina
Abramovic

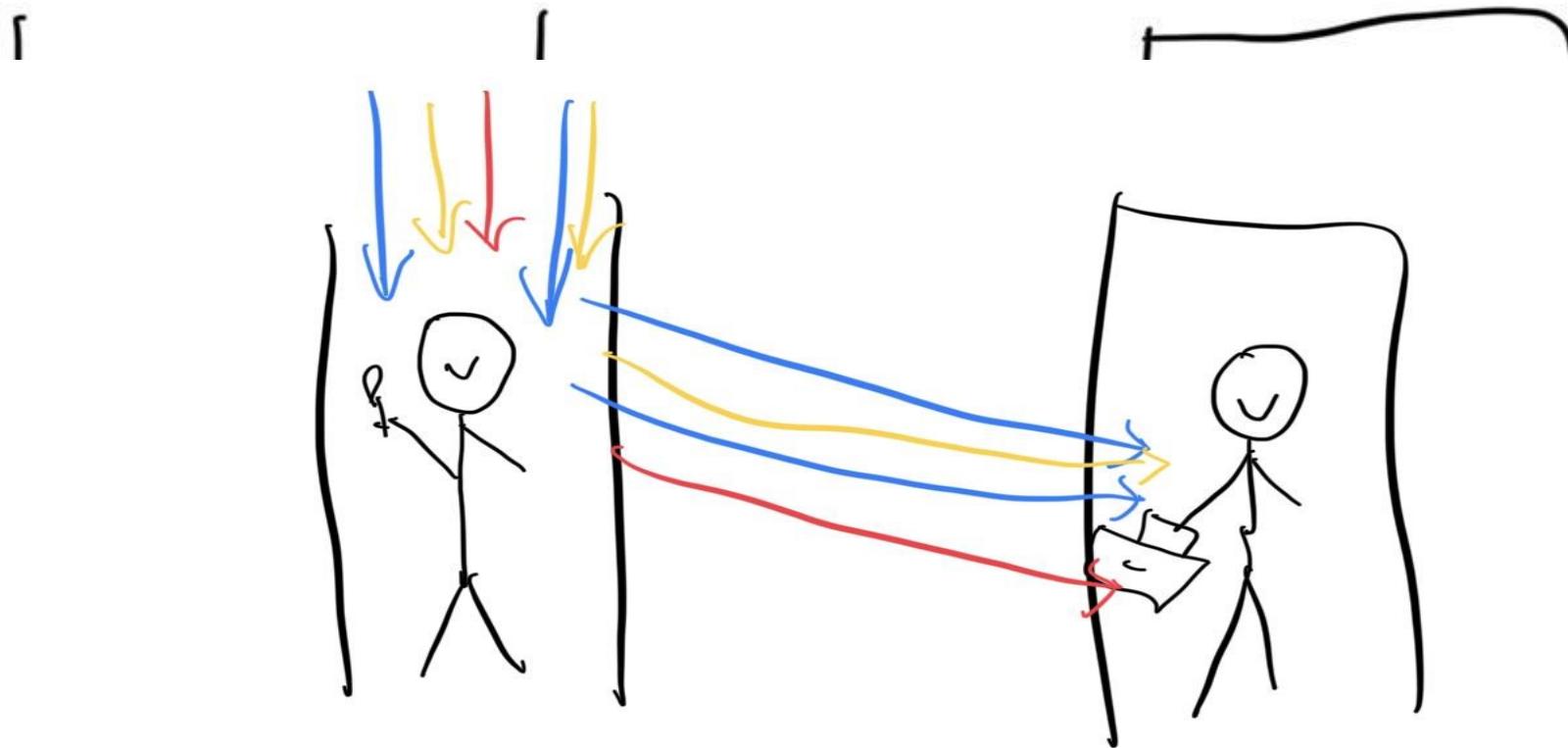
Jean-
Michel
Basquiat

Jackson
Pollock

Mark Rothko







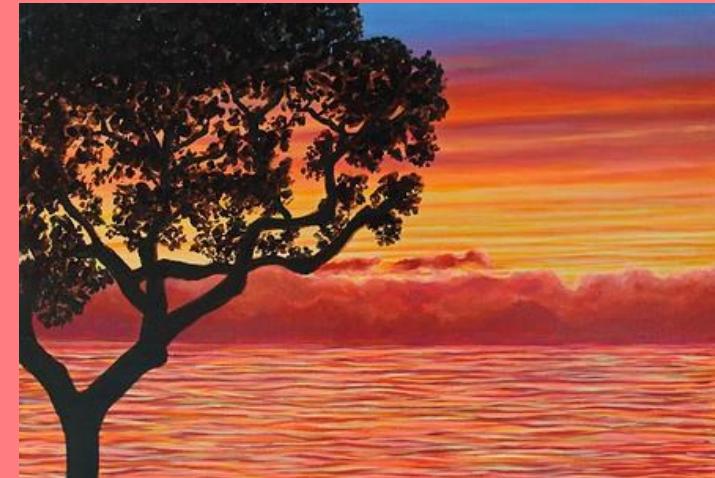
WHY, AN ART BUSINESS



Sharing your Art to the World



We are Connectors - Spirit and Earth



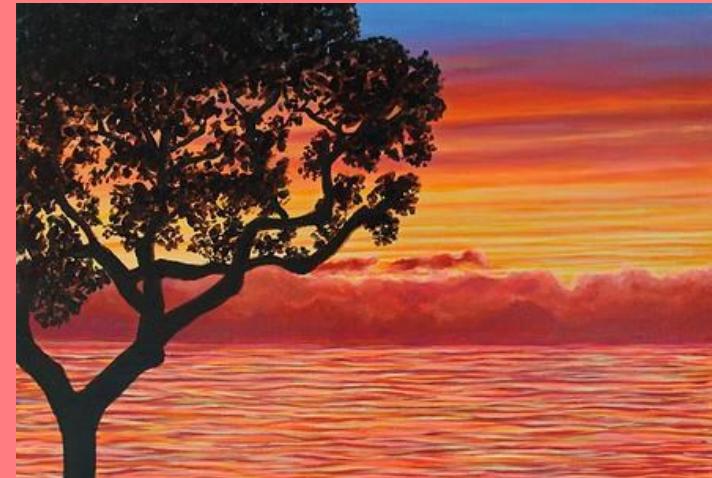
HOW, TO START AN ART BUSINESS



Introspection, Digging Deep



Ask Customers, Do Research



WAYS TO BRING YOUR ART TO THE WORLD

Art Markets / Art Fairs

- <https://www.fairsandfestivals.net/states/HI/>
- 10/16/21 808 Crafts and Sidewalk Sale + Farmer's Market Fair (Koko Marina Center)
- Arts at Marks Garage
- Art on the Zoo Fence

Wholesale / Retail / Online

- Gallery Stores
- Retail Boutique
- E-Commerce, Shopify

Human Connection

- Customers
- Customers
- Customers

Provide Value and Create Quality Art

ROUND TABLE

1. WHY DO YOU WANT TO START AN ART BUSINESS?
2. DID YOU START WITH 0 OR CAPITAL?

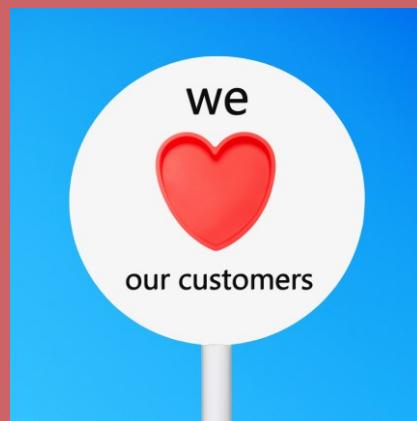
"I started because I didn't want to be a starving artist."

"I started small and every time I had growth I put more investment to grow it."

SURROUND YOUR ART BUSINESS



MENTORS



CLIENTS



FAMILY AND
FRIENDS



RESEARCH AND
DEVELOPMENT



MONETIZING YOUR ART BUSINESS

Cost Breakdown
(Details in Part 3)

Research - What are the
Customers Saying/Feedback

Development - Continuous
Growth/Re-Investment

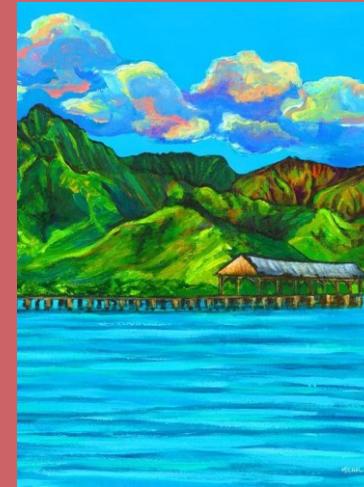
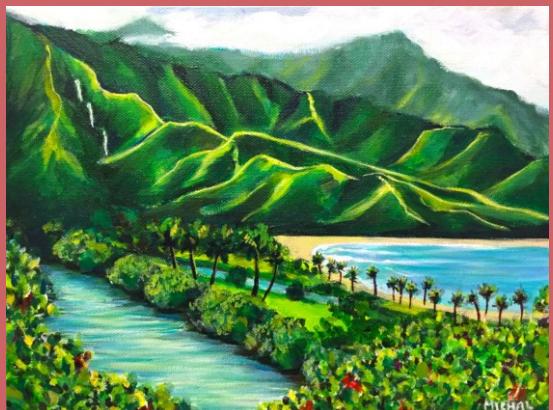
CLOSING REMARKS

Dig deep and articulate why you do your art.

Dig deep in what is the value you bring into the world.

How do you see your business in a few years? Markets? Wholesale? Retail? Online shop? Retail shop? Licensing? All of it?

And if so, who are your clients? Have you done research to know who are your clients? How do you get feedbacks?



SUMMARY

- What are your take-aways from this Webinar?
Questions?
- In Part 2, details on How to Build an Art Business with a compare/contrast to the different business models.





THANK YOU



Score Hawaii

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