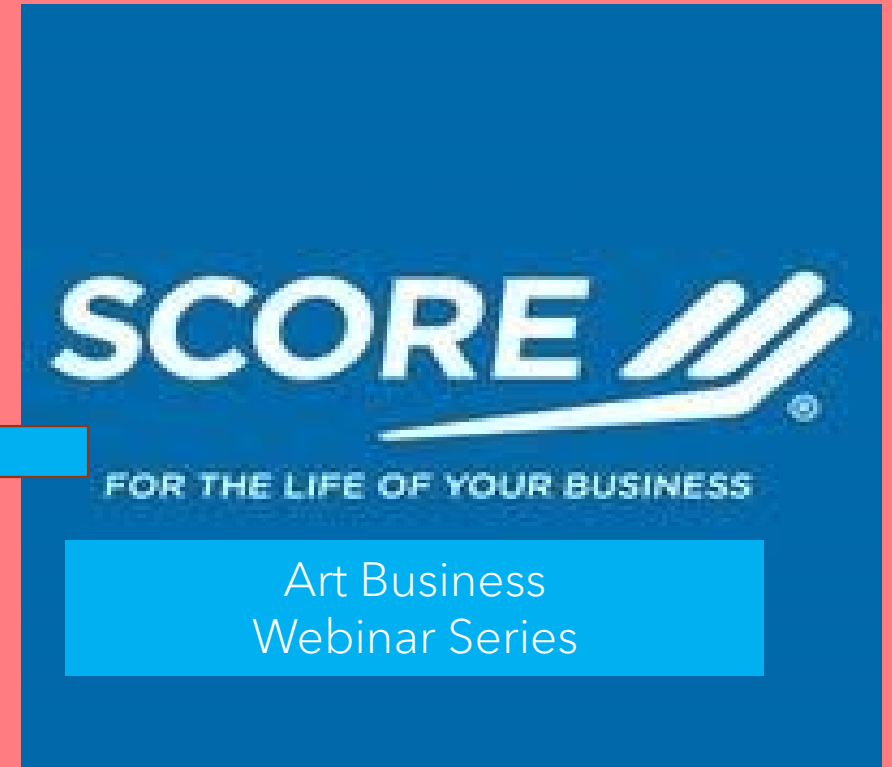
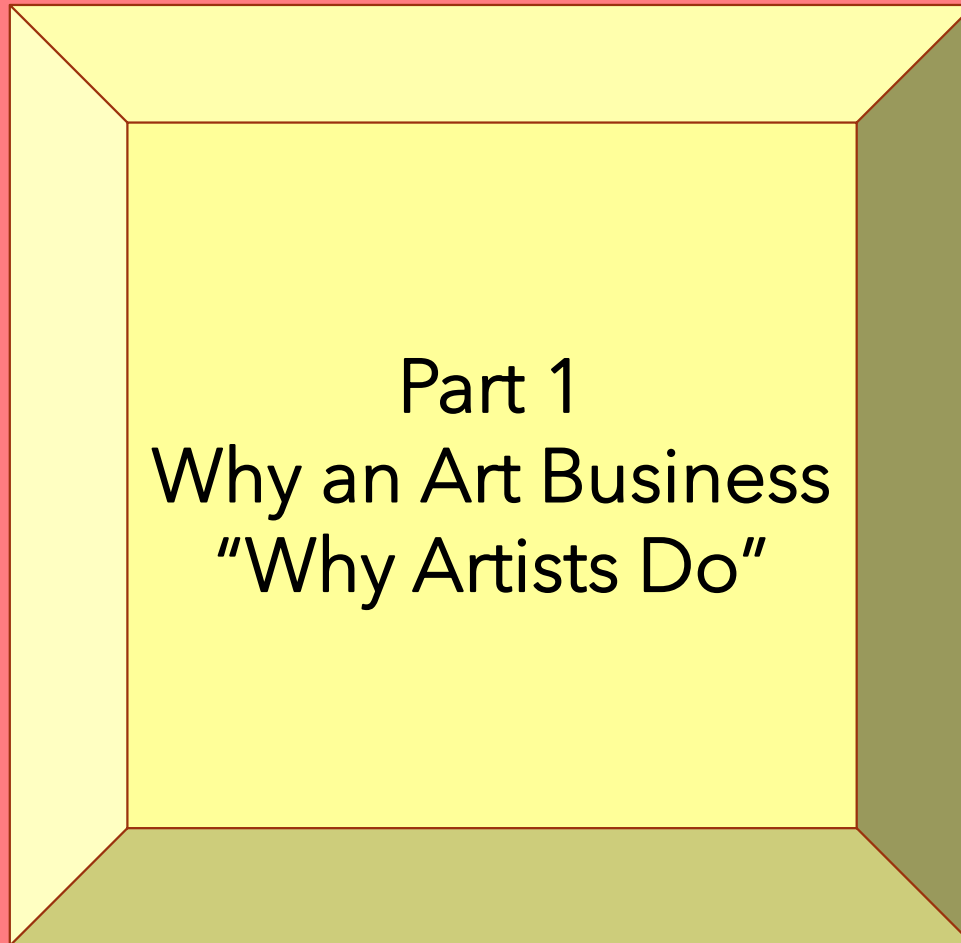


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# ART BUSINESS WEBINAR SERIES



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

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*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

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- "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”

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Georgia  
O'Keeffe

Marina  
Abramovic

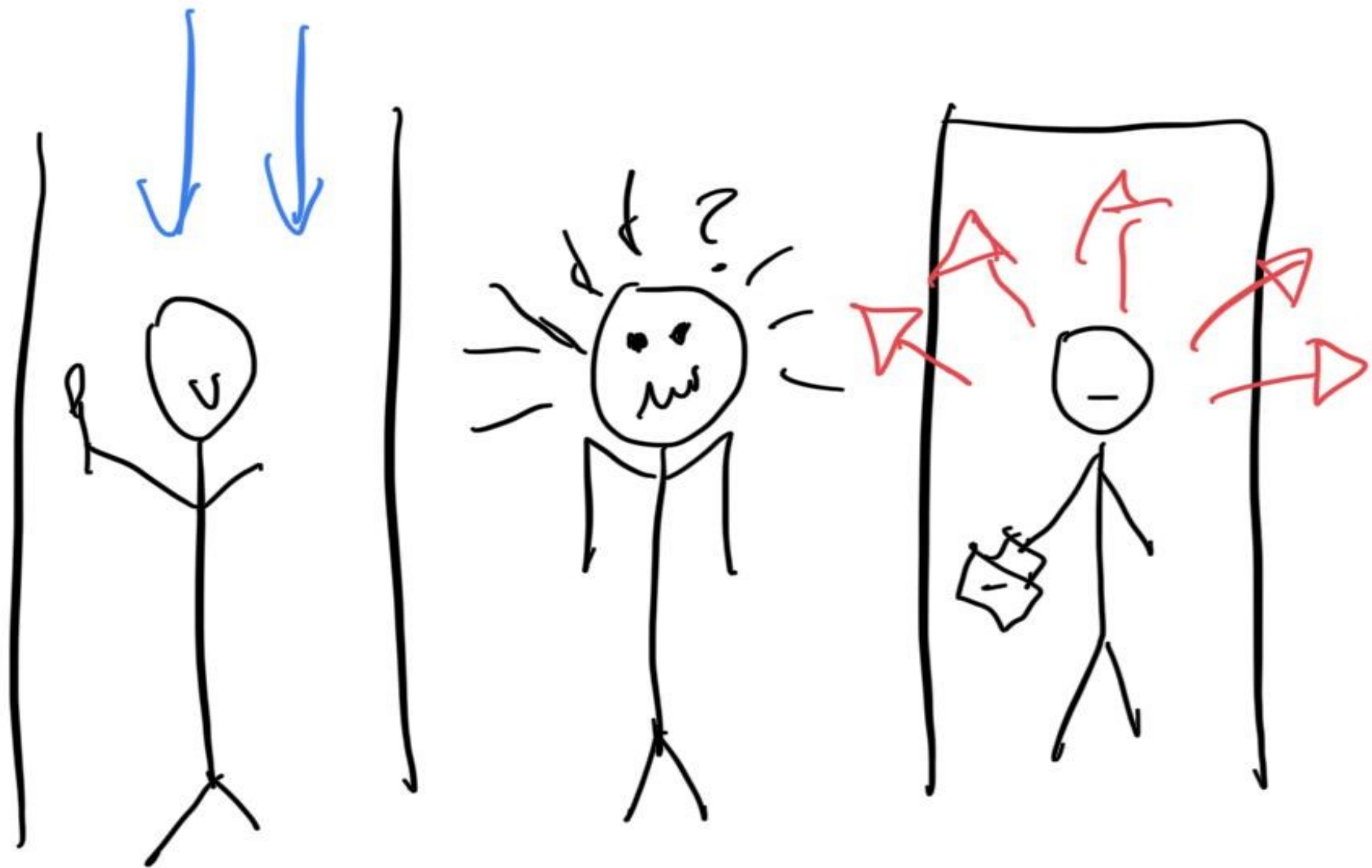
Jean-  
Michel  
Basquiat

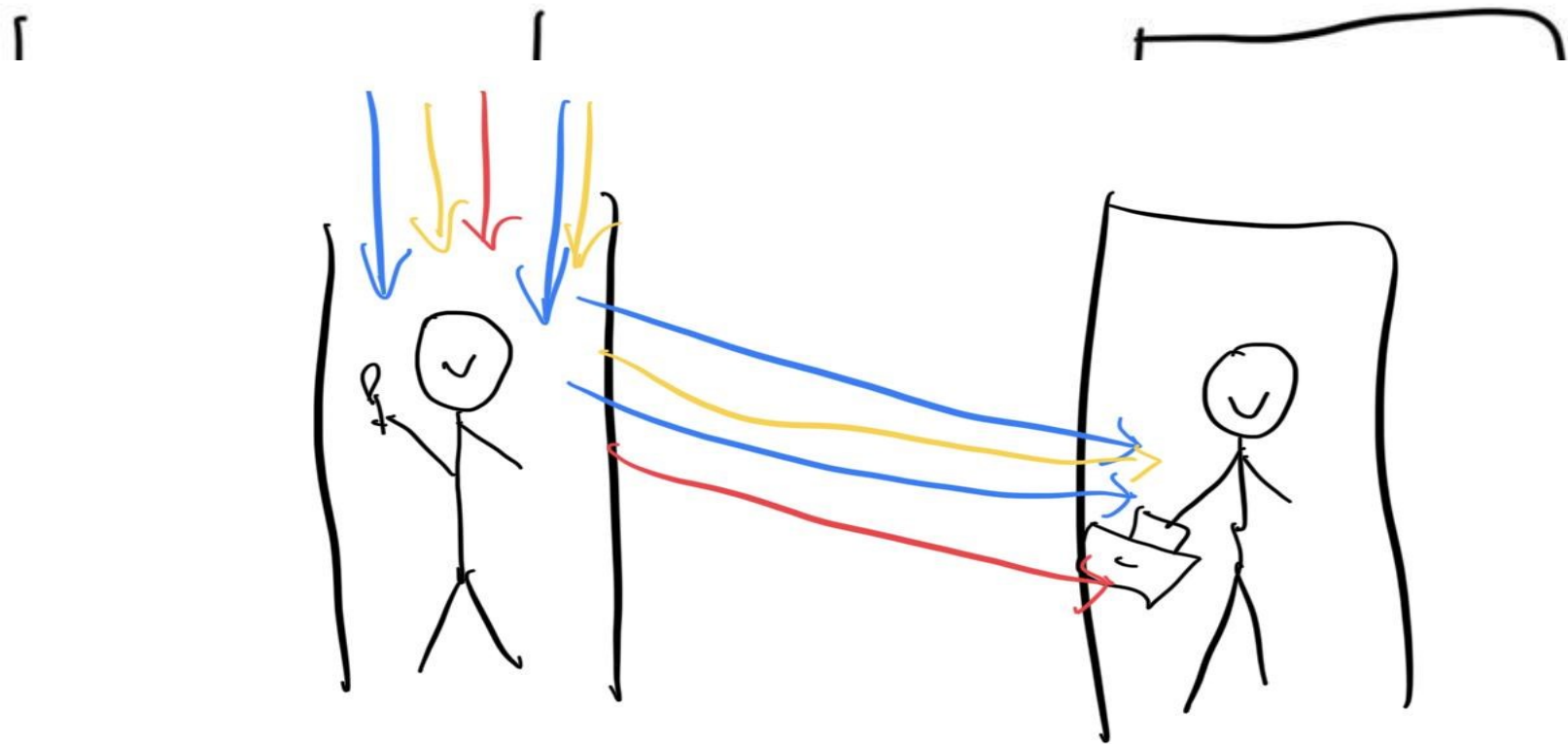
Jackson  
Pollock

Mark Rothko









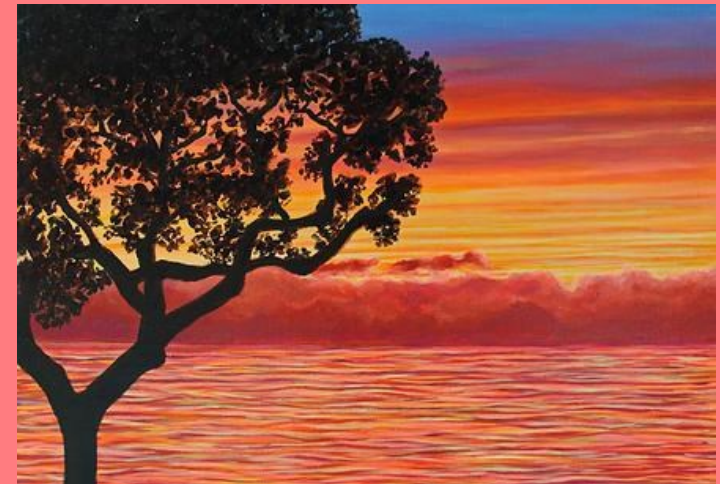
# WHY, AN ART BUSINESS



Sharing your Art to the World



We are Connectors – Spirit and Earth



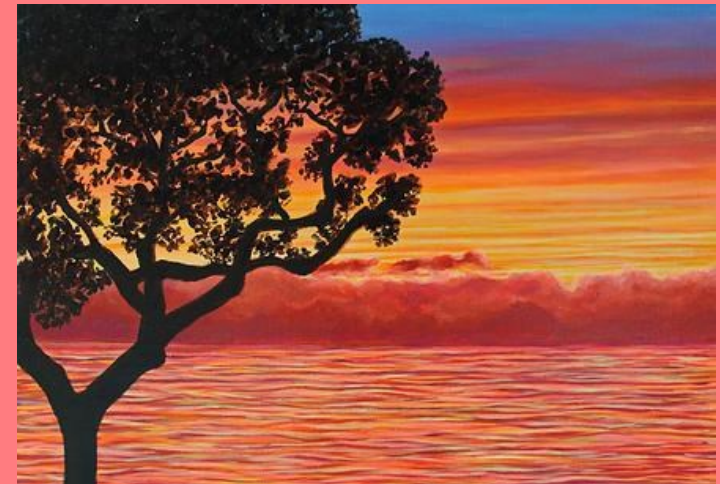
# HOW, TO START AN ART BUSINESS



Introspection, Digging Deep



Ask Customers, Do Research



# WAYS TO BRING YOUR ART TO THE WORLD

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## 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?

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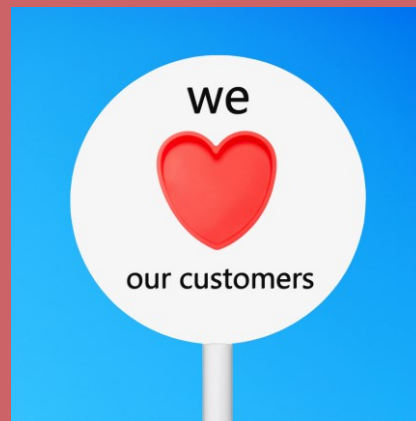
*"I started because I didn't want to be a starving artist."*

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

# SURROUND YOUR ART BUSINESS



MENTORS



CLIENTS

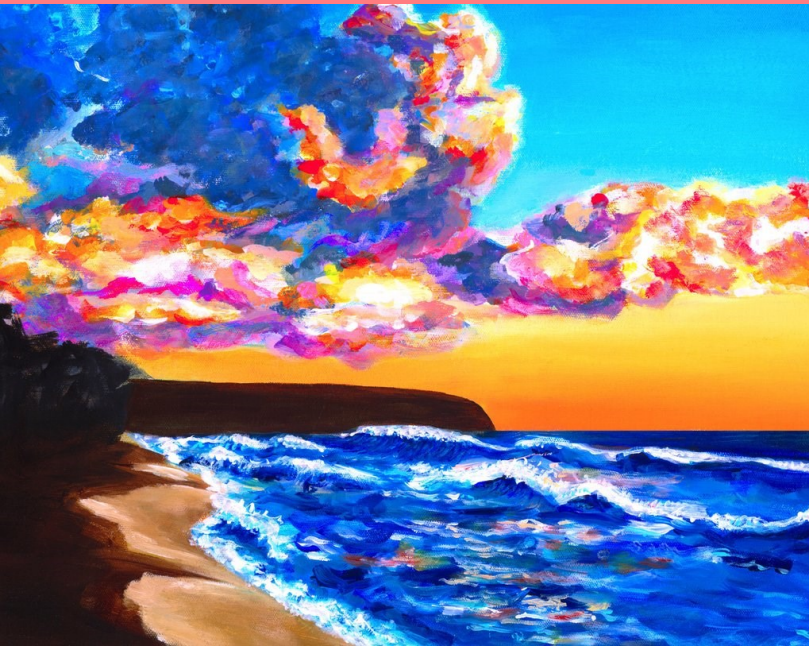


FAMILY AND  
FRIENDS



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

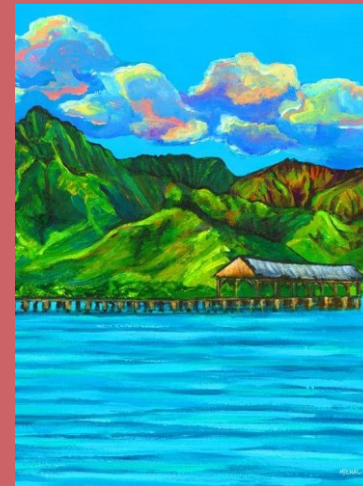
# CLOSING REMARKS

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 year? 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*

*Score Webinar Chair:  
Marjorie.Peralta@scorevolunteer.org*

*www.Hawaii.Score.Org*

